Jeep Compass: Exponential growth on brand perception and ad recall

**Objectives:**
With a focus on branding, Jeep sought to drive views and awareness of their new car, Jeep Compass, with a 30 second video targeting men and women A/B, 35-49. In addition, Jeep wanted to measure the campaign’s brand effectiveness and the impact of an optimized creative.

**Solution:**
Use Teads’ outstream format, inRead, for views. Measure engagement, brand association, consideration and ad recall by combining Nielsen Brand Effect, Teads Creative Lab and Teads Studio.

---

**Teads Creative Lab**
To understand the emotional reactions of a panel using a facial coding test.

**Teads Studio**
To optimize existing creatives, based on Creative Lab insights.

**Teads inRead**
inRead is the outstream solution for brands: a user-first ad experience, viewable by design, powered by premium content.

---

Measuring ad performance before the campaign goes live with Teads Creative Lab

*Creative test with RealEyes:* Facial coding test on a panel of 300 users per video, testing metrics such as Attraction, Retention, Engagement, Impact, Happiness, Sadness and Confusion.

View the report

---

**Jeep**
THE GLOBAL MEDIA PLATFORM
Insights at work: Ad optimization driving results

Considering Creative Lab Insights, Teads Studio made very valuable recommendations to boost ad recall.

The Teads Studio team identified peaks and, during the first seconds of the video, recognized moments where the ad needed more brand association to increase ad recall.

Teads Creative Lab tested the content and brought important learnings and insights, such as:

- Men had higher engagement over the scenes showing features of the car
- Women had higher engagement over the scenes focused on lifestyle and humor
- Comparing sound-on vs sound-off video ads, videos with sound off had a better performance
- The ad had very good engagement results on the primary target: Men/Women 35-49

Nielsen Brand Effect Results

Impressive increase in Jeep’s brand awareness with inRead:

**Delivering 64% lift, where the benchmark for message association lift is 6.9%**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Views</th>
<th>Clicks</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,423,710</td>
<td>6,282,211</td>
<td>14,659</td>
<td>61%</td>
</tr>
</tbody>
</table>

The ad increased Jeep Compass’ perceptions associated with the sentence “Find your nature”, especially amongst 35-49 years old target.

Comparing performance between audience segments, the 50+ (50-69) segment surprised with great results too – sometimes even better than the primary target.