

# Video Seeding Case Study

## Capital One - The Ivan Brothers

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**Client:** Capital One

**Brand:** Venture Card

**Campaign:** NCAA March Madness – The Ivan Brothers

**Agency:** Feed Company (Video Seeding), Tribal DDB (Creative)

### Executive Summary

Feed Company collaborated with Tribal DDB to seed the Capital One Venture Card social video campaign featuring fictitious basketball superstars, the Ivan Brothers. Feed Company's video seeding campaign gave the Agency's national buy a key social engagement component by reaching deep into targeted online basketball communities and top social platforms (Facebook and Twitter). Feed Company earned important top search rankings and executed during the short window of NCAA March Madness to deliver an earned engagement plug-in to the overall national Venture Card campaign.

### Background

Capital One's objective for the Ivan Brothers campaign was to stand out among the many creative advertisements during NCAA March Madness by initiating and fueling conversations around the Ivan Brothers and the Capital One Venture Card. Tribal DDB coordinated media buys on ESPN, CBS Sports, and YouTube Search, while Feed Company focused on micro-targeting key influencers in Capital One's target audience. The video Feed Company seeded was a humorous, documentary style version of the national TV spot which was adapted for the Internet.

### Insight

#### Media Buy Integration

Adding a social video component to national media buys can help spur online conversations, reach passionate fans, and give national brand campaigns additional targeted engagements. Feed Company compliments brand marketing campaigns by reaching and engaging core communities online. Social video seeding gets videos deep into targeted communities to fuel conversations behind national marketing campaigns.

#### Earn Search

Feed Company uses a number of Search Engine Optimization (SEO) techniques for social video campaigns through video packaging and outreach. Top earned search rankings earned by Feed Company complimented the YouTube search buys coordinated by Tribal DDB. On March 18, Feed Company had earned the top search ranking on YouTube for the term "Ivan Brothers," which was the 28<sup>th</sup> most searched term on Google at the time. Feed Company also capitalized on the search term "NCAA March Madness," earning the second video placement on YouTube organic search.

#### Window for Success

The Ivan Brothers March Madness campaign required a timely execution because it was attached to a one-time event. There was a limited amount of time to get out in front of other NCAA March Madness videos, which Feed Company's quick-to-market seeding strategy accomplished while providing a social context for Venture Card's media buys. This made the overall campaign for Capital One Venture Card more

effective by delivering wide reach and critical social audience engagement in a short period of time.

### **Result**

Feed Company delivered a social engagement component to the Capital One Venture Card campaign, reaching deep into target communities to get people connecting the Ivan Brothers video to the Capital One brand. The Ivan Brothers video was shared and well received by top blogs and websites such as USA Today, AOL FanHouse, and FAN IQ through custom Feed Company video publicity.

### **Campaign Successes**

- Campaign received 1,100,000 views
- Earned top YouTube and Google placements for search terms “NCAA March Madness”
- 1,432 YouTube Ratings and 2,065 YouTube Favorites
- Over 20 YouTube Honors placements including Most Viewed and Top Favorited in Sports
- Featured on 69 blogs and websites across target verticals including dozens of basketball enthusiast blogs and forums
- Video reaches #6 on the Ad Age Viral Video Chart
- Stumbled 72,000 times on StumbleUpon
- Reached 468,100 fans across posts on 17 major Facebook Groups

### **Conclusion**

Social video seeding greatly increases online views, engagements, and conversations and compliments the more traditional media buys of national brand campaigns. Feed Company is a proven online social video plug-in for integrated brand campaigns.