

WINNER



BLENDJET – “MIXING THINGS UP”

BACKGROUND AND CONTEXT

BlendJet is on a mission to empower people to lead healthier lives by providing convenient food options. With a target audience as vast as “everyone with a mouth,” BlendJet wanted to ensure it was meeting its audience on their terms and at every stage of their customer journey. To that end, the brand’s objective was to optimize video content performance on YouTube across different audience segments and show users the many ways they could use BlendJet.

CAMPAIGN OBJECTIVES

BlendJet’s overarching objective was brand awareness and revenue growth.

CREATIVE STRATEGY

BlendJet poured its creative juices into engaging content that tapped into the biggest online video trends, such as Cake or Fakes and ASMR. But the brand didn’t stop there. To captivate the new generation of multiscreen and multiformat viewers, it leveraged a mix of YouTube formats from vertical videos and Shorts to long-form videos of 10+ hours, and everything in between. By diversifying content types and formats, BlendJet not only kept its current subscribers loyal but also enticed new ones into the brand’s vibrant world of refreshing content.

WHY DID THIS CAMPAIGN WIN?

BlendJet strategically created a vast and elaborate mix of useful, fun, and satisfying video ads in every shape and size you can imagine. The brand met the new generation of YouTube viewers across formats, like short-form, and connected with its audiences across their various viewing preferences. This is a shining example of a brand that has reinvented the way content reaches a diverse group of consumers, wherever they are.

WHAT ROLE DID YOUTUBE PLAY?

YouTube’s position as the heart of popular culture and trends, coupled with its wide variety of video formats that cater to different viewing preferences, made it the perfect launchpad for BlendJet’s campaign.

YouTube also offered BlendJet the formidable ability to target customers at every stage of their journey. To engage customers low in the funnel and with a high likelihood of conversion, the brand tapped into Video action campaigns and strategically reached custom intent audiences based on the top-converting keywords on Search. To reach existing and similar audiences the brand regularly uploaded customer match lists. BlendJet also made smart use of product feed extension to entice viewers to explore and make purchases right then and there.

Meanwhile, BlendJet demonstrated its mastery in captivating upper-funnel audiences by skillfully leveraging skippable in-stream ads and dynamic lineups. The brand meticulously aligned each unique creative with its target audience, crafting a tailored and highly relevant experience that resonated with users.

FROM THE JUDGES

“BlendJet used a number of formats, sizes, and targeting capabilities, which were well executed across the campaign.”

– Tyler Bahl, VP and Head of Marketing, Activision

“I think they did a great job adapting to vertical format and being where the consumer is with the trends/content they want to see.”

– Denise Truelove, Global VP Brands, Mars Petcare



OVERALL EFFECTIVENESS

BlendJet’s overall strategy helped it stay agile, maximize reach, and achieve tremendous success:

17.4M

impressions for the brand on Recipe Videos

3.2M

views at a 3X return on ad spend

+299%

YoY impressions on mobile

+113%

views on mobile

+66%

revenue growth

YouTube Works
AWARDS