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Claude Galipeau
Senior Vice President of
Digital Media for Alliance Atlantis



ABOUT THE GOOGLE CONTENT NETWORK

The Google content network comprises millions of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the content network, you can expand your marketing reach to targeted audiences – and potential customers – visiting these sites every day. There’s no larger network for contextual advertising in the world.

BlogTV.ca catches the fish with the Google Content Network: more than one million users in two months as a result of placement-targeted display advertising

As one of Canada’s first social media sites designed purely for Canadian internet users, blogTV.ca launched in March 2007 and had a great opportunity in the increasingly popular social media market. A live user-generated video site, blogTV needed to proceed fast to leverage its first mover advantage and to build brand awareness among social media and video streaming users within Canada.

BlogTV turned to Google to develop a campaign that would effectively integrate placement targeting and display advertising and connect its message to the right users. By advertising on the Google content network, made up of millions of news pages, topic-specific websites, and blogs that reach 70 percent of Internet users, the campaign received over 800 million impressions. BlogTV recorded more than 411,000 unique users in the first month, more than one million daily live broadcast views within two months, and conversion rates at 2.6%. “Those figures are usually only achieved by an established brand and not by a new brand offering a new concept,” notes Claude Galipeau, Senior Vice President of Digital Media for Alliance Atlantis. With the Google content network, blogTV.ca made the perfect landing in the Canadian social media market.

A unique concept for a unique market

While founded in 2004, it wasn’t until two years later that Tapuz, the company behind blogTV, joined forces with Alliance Atlantis and GS New Media to launch in Canada. Claude observed the increasing popularity of sites like YouTube and Myspace but noticed there were very few sites that catered specifically to Canadian consumer tastes. “The concept of blogTV in Canada was incredibly exciting because the market was so vibrant – Canadian use of YouTube had increased by more than 4,000% in 2006. Research showed that 3 in 5 Canadian internet users wanted to see Canadian material on the sites they used and blogTV.ca would provide exactly that.”

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As a media site dedicated specifically to Canadian users, blogTV.ca had the potential to take the market by storm. “This is a whole new concept in video communication we call Geo-blogging, and of course, new concepts often bring tough marketing challenges,” says Galipeau. “In the intermixed communication market of North America we had a tremendous problem – how to only capture the attention of Canadian social media users. The demand was there but there was no point in offering a solution if we couldn’t tell the right people that we were here and that we were different.”

“The market was hot and there was no time to waste in getting our product to the Canadian public,” adds Shemi Levi, CEO of GS New Media. “We needed a highly-targeted campaign that would fish Canadian internet users back into the Canadian pond and quickly.” There was no time to waste.

Finding the right bait

With many social media users loyal to their favourite sites, blogTV saw a need to move beyond traditional search marketing and expand to display advertising across the hundreds of thousands partner websites in the Google content network. By using compelling banner creatives and placement-targeting sites popular among Canadian video streaming users, blogTV set out to build awareness and drive users to its new, Canadian-only, alternative.

It was the breadth of the Google content network, as well as the market insights available within it, that enabled the right campaign to be created. Google's placement targeting option allowed blogTV to hand-pick those sites and section of sites that were being visited by Canadian users interested in online video and social networks. Furthermore, to deliver maximum cost effectiveness and ROI, a geo-targeting layer was added to the campaign to ensure that ads only appeared in front of users based in Canada. This meant blogTV did not waste one cent of its marketing budget advertising to people who did not fit its unique audience profile.

"With Google's help we knew exactly when and where our ads needed to be," says Claude. "The precision and success of this campaign convinced us that Google really understands how to deliver value to its advertisers."

Rising to the challenge and driving to success

Totally unknown in Canada before launch, the blogTV brand has seen nothing but growth in strength and recognition. After seeing 1.1 million visits to blogTV's in only its second month, Guy Eliav, CEO of Tapuz, comments, "The launch has been an amazing success thanks to our campaign on the Google content network. It was clear from the start that we needed a campaign that would truly understand our geo-demographic needs. We knew Google would be our best option and we've not been disappointed."

"The results have been incredible," agrees Claude. "1.1m unique users, and over 7 million pages viewed in the second month of launch. This would never have happened without such an intelligent, targeted marketing campaign."

