

The background of the entire image is a sunburst pattern. It consists of numerous thin, dark blue lines radiating from a central point towards the edges, creating a sense of depth and movement. The lines are set against a lighter blue background, and the overall effect is reminiscent of a starburst or a stylized sun.

CONTOUR

-FLEX-

COLLEGE MOVERS  
CAMPAIGN

# FULLY INTEGRATED CAMPAIGN DEVELOPED FOR COLLEGE MOVERS



print



COX.COM



ooh

**CAMPAIGN**  
**#COLLEGEPROBLEMS**

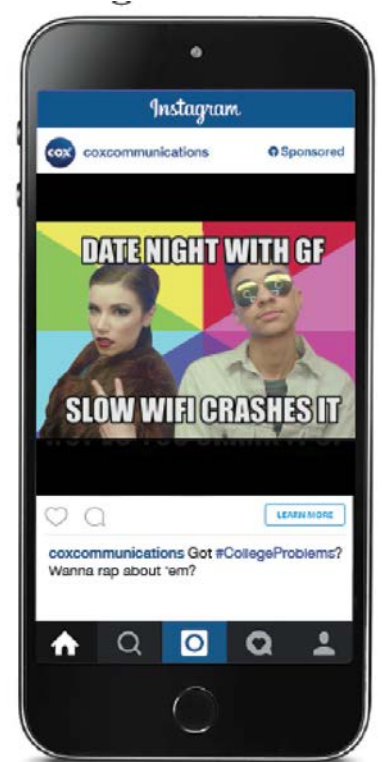
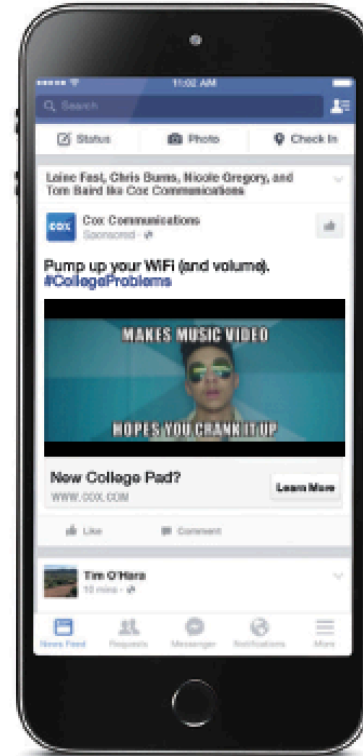


social

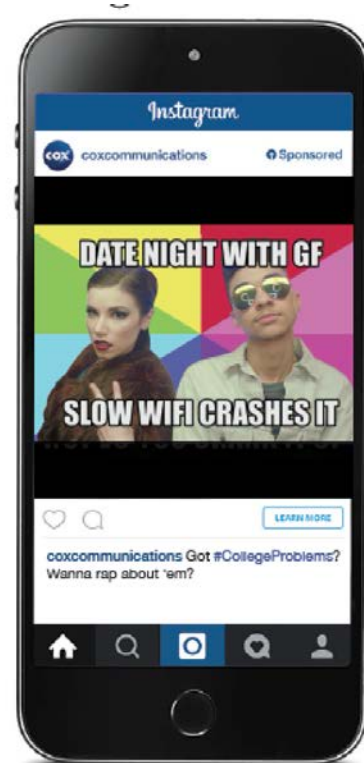
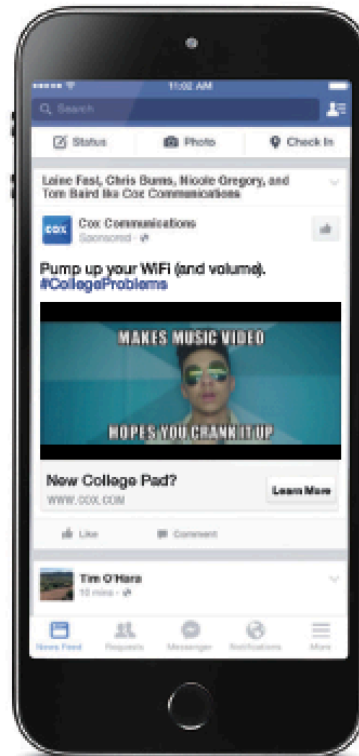
# COLLEGE MOVERS CAMPAIGN FEATURED FIRST LONG FORM VIDEO ON SOCIAL, DIGITAL PLATFORMS



Facebook long form  
video had a **2.9X**  
more efficient click  
through rate than  
short form videos



Video delivered **5X**  
click-through  
vs. Visible  
Measures  
benchmark



# Key Takeaways:

- Don't make assumptions on short vs. long form video
  - Long form video can drive **HIGHER click through rates** than short form on Facebook
- Be agile in optimizing media buys
  - Media buy that was optimized for reach was modified to optimize for traffic once results revealed high click through rates
- Video content and distribution should be be planned together
  - Consider other distribution partners (i.e. Visible Measures) that can extend video beyond social platforms