



# AWARD: BIG SCREEN, BIG RESULTS

## WINNER: KAYAK PRESENTS: SEARCH ONE AND DONE

### BACKGROUND AND CONTEXT

With COVID-19 cases fluctuating, unknown vaccination roll-outs, and ever-changing travel restrictions, travelers were feeling exhausted by the emotional drain of the pandemic. As a travel brand, KAYAK wanted to address travelers' uncertainty and hesitancy, recognizing that there was no one size-fits-all approach.

The brand built a brilliant and compelling campaign that included multiple creative versions, targets, and sequencing tactics to meet travelers in this moment. KAYAK leaned into humor that felt true to the brand, highlighting what travelers were feeling after a year of being cooped up in their homes.



### CREATIVE STRATEGY

The creative idea stemmed from "Search One and Done," a brand hallmark and the main benefit of KAYAK's travel search engine, and delivered this message using humor.

KAYAK leveraged its brand campaign in ways that could not be executed on linear TV, swapping in "rental car" or "hotel" instead of "flight" based on the target insight, thereby creating relevant content. The brand used creative sequencing to reinforce its message, educating users on free and flexible change fees to help move down the funnel.

KAYAK embraced a simple yet powerful investment and targeting strategy, which was to drive effective target reach and frequency at scale.

Importantly, KAYAK stayed true to core YouTube principles:

- Blending Reach and Action formats
- Following YouTube's ABCDs

### CAMPAIGN OBJECTIVES

KAYAK had three core campaign objectives.

To drive:

- "TV-like" reach with a blend of upper funnel plus product unique selling proposition messaging
- Incremental conversions on KAYAK.com
- Brand consideration, purchase intent, and favorability



**"I loved KAYAK and I thought that they did such a good job specifically utilizing YouTube. I think they leveraged all the tools from insight to execution and it was so well orchestrated."**

– Colleen Leddy, Chief Engagement Officer, Droga5

## WHAT ROLE DID YOUTUBE PLAY?

YouTube allowed KAYAK to creatively optimize and gave it the flexibility and scalability to maximize business performance.

Playing off the platform's skippable nature, KAYAK's made-for-YouTube creative encouraged users to "Skip Town" instead of skipping its ad.

### KAYAK was also able to:

- Leverage YouTube insights and data to build supporting six-second and 15-second assets reassuring cautious travelers with free cancellation and flexible options
- Scale up CTV investment based on YouTube's competitive analysis

Additionally, KAYAK leaned into the flexibility of the YouTube platform, mixing and matching its audience and buying tactics, scaling investment as travel came back, and pulling back when



**"Very interesting use of CTV to run [within] travel white space."**

– John Deschner, Maximum Effort

## OVERALL EFFECTIVENESS

KAYAK demonstrated strong results against both business and campaign KPIs:

- Reached 23% of U.S. adults in a single month
- 21% consideration lift, 20% purchase intent, and 25% favorability
- 7.5% incremental conversion rates



## WHY DID THIS CAMPAIGN WIN?

KAYAK tailored its CTV creative to specific viewer travel searches – elegantly connecting a lean-back living room experience with the most relevant brand content.

The brand was able to maximize frequency and reach at scale, and pull back and dial up as travel sentiments shifted throughout 2021. KAYAK serves as an excellent example of how CTV can push beyond the limitations of linear TV buys.

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