



# AWARD: THE UNDERDOG

## WINNER: BLENDJET – ODDLY SATISFYING ASMR BLENDS IN A BLENDJET 2 PORTABLE BLENDER

### BACKGROUND AND CONTEXT

BlendJet, only a 5-year-old start-up, invented the portable blender and is now the #1 selling blender on the internet. The brand's mission is to solve the problem of convenient food being unhealthy and healthy food being inconvenient.

Fortunately BlendJet's target audience is anyone with a mouth, however, food habits and behaviors can be difficult to change. BlendJet needed to be imaginative in order to entice consumers to watch their content, incentivize them to buy and transform their eating habits for the better.

BlendJet recognized that having an evergreen performance video on YouTube was a critical component of a full-funnel e-comm marketing strategy.



### CREATIVE STRATEGY

The brand recognized that oddly satisfying content and autonomous sensory meridian response (ASMR) is incredibly popular on YouTube.

Their strategy was to surprise and delight potential customers with an entertaining video that merged the two YouTube trends into a single creative concept while promoting the BlendJet 2 Portable Blender. The unique creative resonated so much with the YouTube audience it became a viral sensation.

### CAMPAIGN OBJECTIVES

The overall goal was to acquire customers with a profitable return on advertising spend (ROAS) through performance video on YouTube. BlendJet aimed to make content that felt native to the platform and foster a community built on trust, ultimately driving sales.



**"I loved BlendJet for this notion of product demo that they created into something so different through the voice over, the copy, the demonstrating. It's a really original way to do that. They created content that is spot on for YouTube viewing"**

– Amanda Richman, CEO Mindshare

## WHAT ROLE DID YOUTUBE PLAY?

BlendJet prudently leveraged YouTube in multiple ways – strategically leveraging a variety of YouTube ad solutions, tapping into engaging platform trends, fostering community and tailoring the creative based on viewer sentiment through comments.

With Video Action Campaigns, the brand targeted custom audiences based on the top converting keywords on search, and their customer data to reach existing and similar audiences. Additionally, they utilized TrueView In-Stream and Discovery for prospecting and reaching the audience higher up the funnel.

### To drive engagement:

- BlendJet responded to nearly every YouTube comment with a signature playful voice
- Leveraged a segmented device strategy, testing ad ratios (mobile vs. desktop) to customize video for the best performance
- Capitalized on their actionable retail shopping strategy from directly within the video ad by implementing product feed extensions



## OVERALL EFFECTIVENESS

BlendJet leveraged the YouTube Ads algorithm to deliver the most relevant placements to drive conversions at scale. Its evergreen creative reached millions of new customers, reflected by sales. The campaign was a viral sensation and yielded the following results:

- 413% revenue growth
- 3.9X ROAS, exceeding the 2X target ROAS
- 569% increase in spend

**"I loved the idea of a blender which you think of as so loud with an ASMR overtone and the quietness of it— I think the juxtaposition sucked me in a little bit."**

– Stacey Stewart, EVP, Managing Partner  
Integrated Investment, UM

## WHY DID THIS CAMPAIGN WIN?

Rather than play into the mundane nature of the category, BlendJet created a humorous campaign using the construct of ASMR/oddly satisfying to build an engaged community of followers. The simplicity of the campaign – a visually compelling product demo along with brilliant copywriting had a hypnotic effect on their audience who craved for more. BlendJet, a relatively new brand, leaned into the power of YouTube to breakthrough – fueling phenomenal growth for the brand while positively impacting the eating habits of millions.

The campaign highlights YouTube as a great leveler and is an inspiring case of how small brands can make a big impact.

