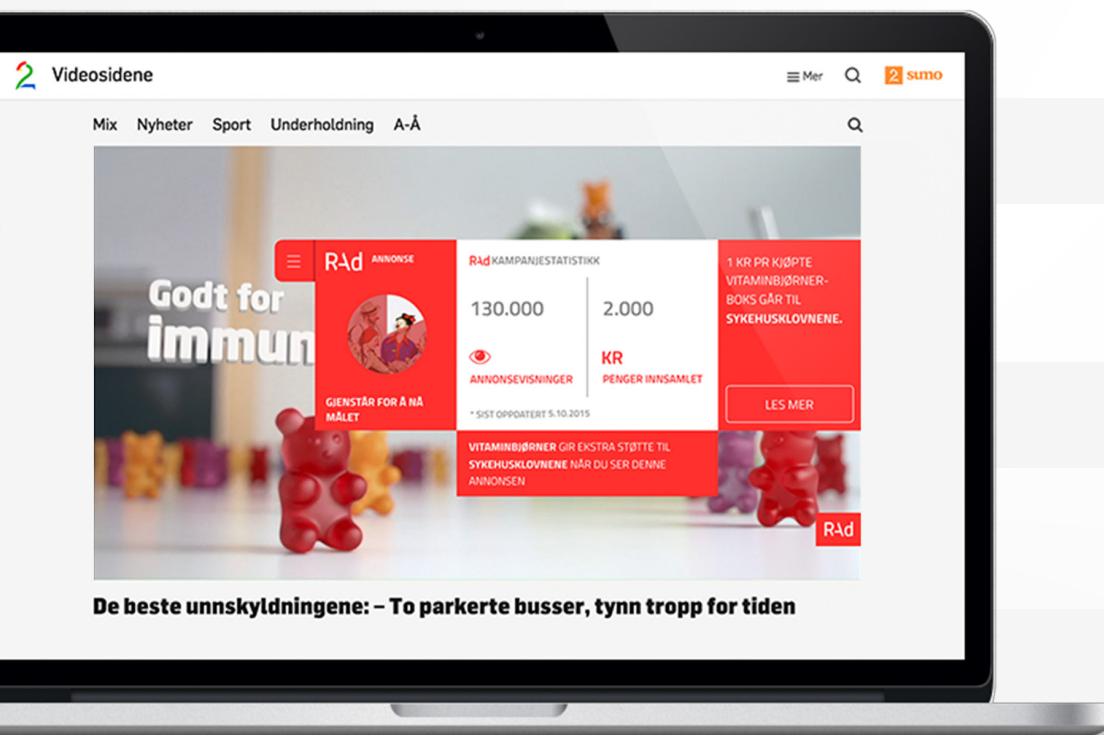


## RAd Case Study (<http://r-ad.org>)

# Vitaminbjørner

**Objectives:** Orkla's brand vitaminbjørner ("vitamin bears", a vitamin supplement for children), decided to launch and advertising campaign supporting the non-profit sykehusklovenene ("hospital clowns", a non-profit that brings joy and animation to children in Norwegian hospitals). Vitaminbjørner adopted the RAd "donate-per-view" video ad format was adopted to engage with consumers online, and provide added visibility and financial support for sykehusklovenene.



**Advertiser:**  
Vitaminbjørner

**Media agency:**  
OMD

**Creative Agency:**  
Orkla marketing  
M'Labs

**Placement:**  
TV2.no - Web TV

**Format**  
RAd donate-per-view  
pre-roll (VPAID)

**Supported non-profit(s):**  
Sykehusklovenene

**Year:** 2016      **Duration:** 6 weeks

**Volume**  
242.893 video plays

## Results

The donate-per-view interactive creative, allowed for an 100% VCR growth in relation to the advertiser's average VCR fo previous campaigns.



**Video viewing and completion:**  
A video completion rate of 41.32%



**Non-profit visibility and support:**  
Over 9500 NOK (€1000) raised for Sykehusklovenene.