Background

**Havas Media Group** operates in over 140 countries and serves its clients with a team of specialists that span strategy, consumer insights, programmatic buying, mobile, performance marketing and more. The Havas Media team holds a belief and strategic approach that more “Meaningful Media” can help build more “Meaningful Brands.”

The Journey

As the pandemic began to unfold, Havas Media and their Quick Service Restaurant (QSR) client were preparing a product launch for a new menu item available in approximately 900 retail locations across the US. Heightened safety concerns and guidelines created a daunting environment for a new product launch. The agency leveraged Microsoft Advertising insights about changing consumer behaviors and safety regulations to help create a campaign that focused on the growing demand for take-out foods and safe, contact-less delivery options.

Impact

The goals of the campaign were two-fold: to build awareness around the new menu item and drive conversion volume. The results were solid:

- The campaign doubled click-thru volume
- Cost per acquisition (CPA) reduced by 50%
- Consumers who clicked on the native ads had a 162% higher probability of converting.
- 15% of consumers who were exposed to the Audience ads were also more likely to search for branded queries on Bing.com
- In-Market Audiences generated the highest lifts in conversions.

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“The combination of paid search and the Microsoft Audience Network gave us the opportunity to test a new approach which resulted in a very effective campaign for our client. We see value in recommending paid search and the Microsoft Audience Network to many of our other clients as well.”

-- Pat McMann, Havas Media Lead

**Microsoft Advertising. Intelligent Connections.**