

CASE STUDY

Museum of Ice Cream (MOIC) was in need of refreshed assets for their holiday campaign, Pinkmas! With VideoForce's ad services, the renowned art installation and experiential museum achieved creative insights on their hooks, with VideoForce UGC ads also being the top performers during the specified time frame.

12%

Reduced cost-per-purchase
(CPP)

67%

of total campaign purchases

57%

more purchases than the next
top spending ad

Experiential
Entertainment Museum

Museum of Ice Cream (MOIC) is an art installation and experiential museum that operates in several cities across the United States. The Museum of Ice Cream brings to life the universal power of ice cream by creating experiences that inspire imagination, often showcased through engaging UGC ads.



Campaign Goal

Optimize Cost Per Purchase Through Testing

Museum of Ice Cream (MOIC) aimed to develop a multitude of ugc advertisements with their existing assets while testing hooks to learn what best inspires action from their audience.



Museum of Ice Cream

“We were able to leverage VideoForce to create a multitude of content utilizing our existing assets so we expanded our content usability saving costs. Utilizing VideoForce, we were able to successfully test out a variety of ad types with hooks and see what resonated best with our guests.”

Erin Levsow

Chief Commercial and Marketing Officer
@ Museum of Ice Cream

The solution

VideoForce.ai

UGC Ads From Existing Content

Streamlined Content Creation

VideoForce's UGC Ads enabled Museum of Ice Cream to incorporate their curated content from their shoot with influencers and creators. They still used their “hero” video and standard image carousels, but also were able to extend their content's value to enhance our social audience engagement with refreshed ad content.

Proprietary Approach

VideoForce's approach to building successful ugc ads involves breaking down the modules of a message that resonates with viewers. Our AI and unique methodology ensured that the ugc ads produced were engaging and effective in driving ticket sales. This process can be done with content we source, or with pre-existing content similar to MOIC.

Cost-Effective Solution

By utilizing our UGC ads, Museum of Ice Cream obtained 9 high-quality ads at a fraction of the cost compared to traditional methods. Although the video content they provided was not shot with advertisement creation in mind, VideoForce effectively turned this content into ads saving time and resources.

Promotional Campaign

The ads created with VideoForce were part of a promotional campaign that ran for 68 days alongside other creatives. Despite competition from external teams, our ugc ads stood out and delivered impressive results for the Museum of Ice Cream.



Campaign Details

Platform

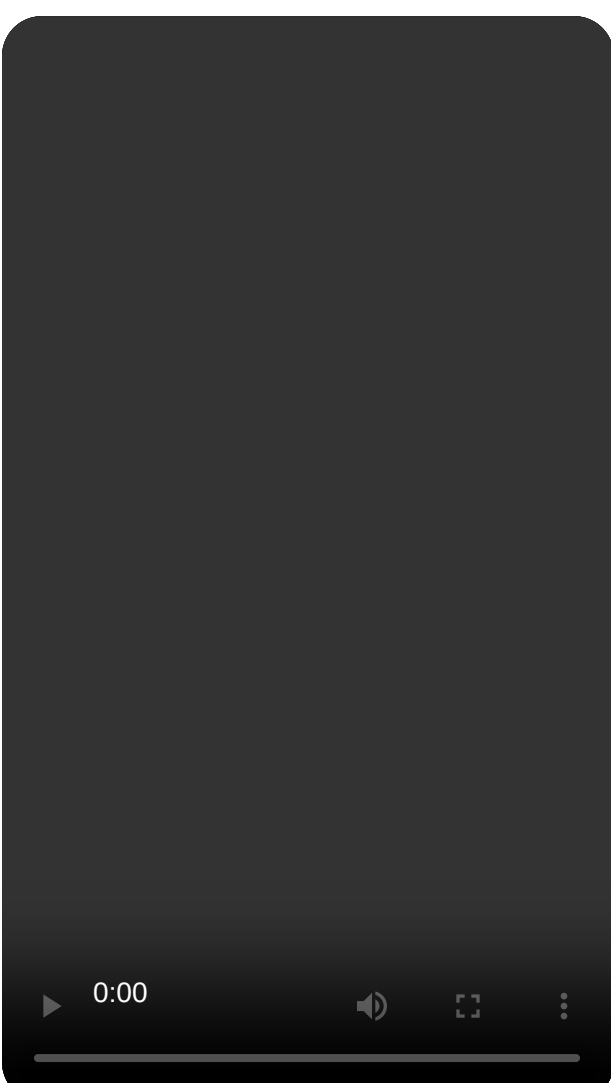
Meta Ads

Timeframe

Holiday Campaign

Campaign Objective

Purchases



Museum of Ice Cream concluded running these ads on January 31st, 2024, using Meta Ads Manager. The VideoForce UGC ads outperformed both the previous 68-day timeframe average and all other ads that ran during the campaign dates:

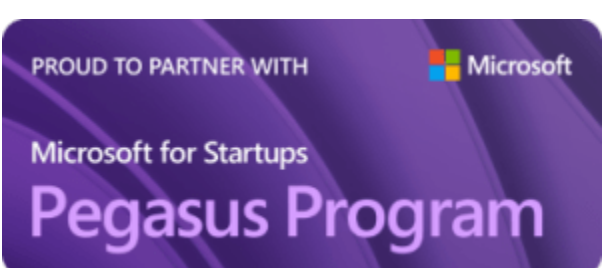
- **Impactful Cost Reduction:** VideoForce's 8 Ads drove a significant 12% reduction in cost-per-purchase compared to the account average.
- **Significant Contribution:** Despite receiving only 38% of total spend in the timeframe, VideoForce's ads contributed to 67% of total purchases attributed.
- **Top Performing Ad:** VideoForce's top ad in the account received the most spend during the campaign timeframe and generated an impressive 57% more purchases than the top spending non-VideoForce ad.

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