

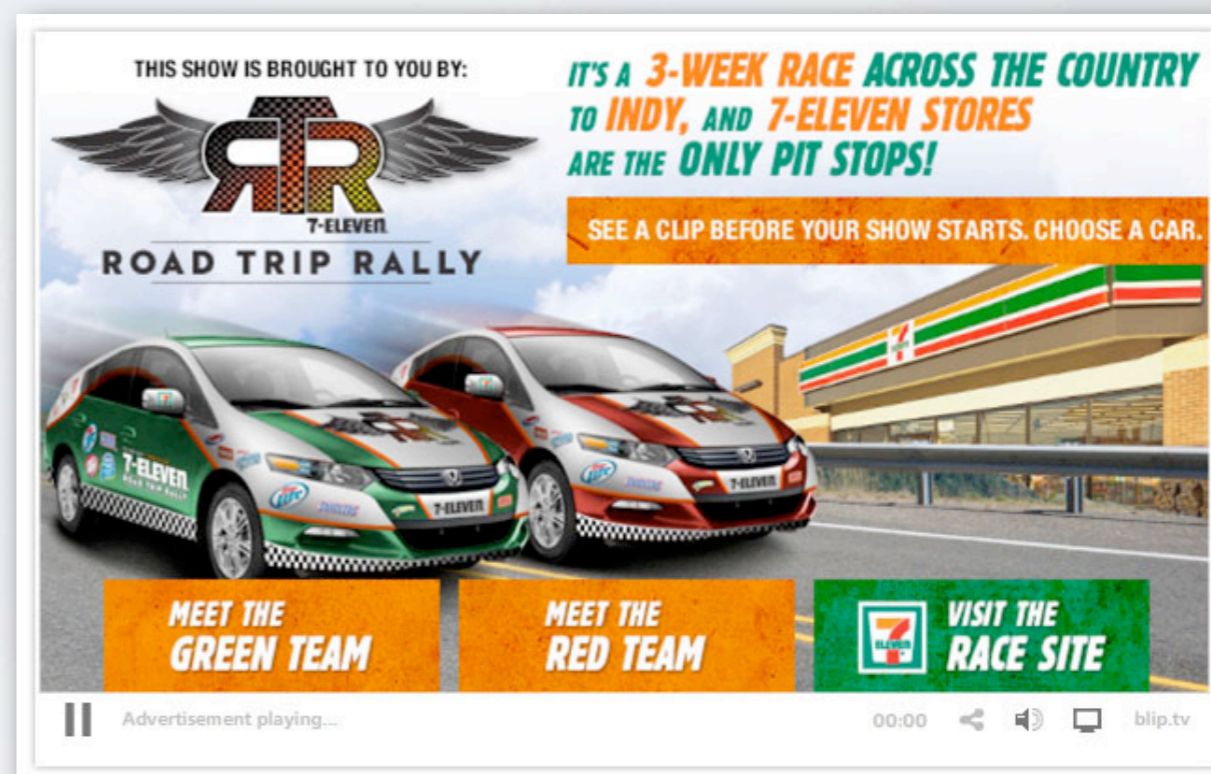
# 7-Eleven Road Trip Rally Case Study

## Advertiser Objective

Leverage Blip.tv's highly engaged audience & targeted ad solutions to boost brand awareness among target audience.

## Blip.tv Solution

- Blip.tv produced & launched a web-based reality series, "Road Trip Rally", that followed two teams driving across the country.
- Daily episodes aired on 7-Eleven's blip.tv channel and [711Roadtrip.com](http://711Roadtrip.com).
- Blip.tv employed our proprietary Expandable Media Carousel, "Share This Video" Bug, Expandable Social Media Overlay, and Interactive Prerolls to drive traffic to microsite.



## Reach

38MM+ impressions

9.8MM video ads initiated

2.28MM clicks to microsite

1.75MM video views on microsite

## Engagement

500,000+ video views within 48 hours of launch

10.4MM minutes of 7-Eleven video consumed

Preroll CTR performed 80% better than Blip.tv average

Average user spent 7:05 minutes on 7-Eleven microsite

