PepsiCo’s entry into the large lemon-lime category in 2016 came with the introduction of Mist Twst. Staying true to the brand’s mission of exposing people to dynamic stories and experiences, Mist Twst decided to experiment with cinemagraphs – a visual medium that blends photo and video in magical new ways. A split A/B test between a still photo ad and a cinemagraph ad on Facebook, spanning a combined 5.62 million impressions, resulted in cinemagraphs coming out on top with a 75% higher click through rate (CTR) and 51 times more engagement over still photos.

The cinemagraph ad was thumb-stopping and delivered amazing results. Moving forward, we’ll recommend continued use of this new medium to promote our brands.

Kelli McIntosh
Sr. Marketing Manager - Digital Customer Solutions at PepsiCo

**Cinemagraph Ads Vs. Still Photo Ads**

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<tr>
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<th>Increase in CTR</th>
<th>Increase in Engagement</th>
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<tbody>
<tr>
<td>Cinemagraph Ads</td>
<td>75%</td>
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**Goals**

Mist Twst turned to Flixel to help explore cinemagraphs as an alternative to still photos, as a part of their larger brand awareness campaign. Cinemagraphs have always been known to have great thumb-stopping power and extremely low production costs, and PespiCo was keen on testing how an ad using cinemagraphs performed against a strong static creative.

**Methodology**

The team at Mist Twst identified close to 1.1M individuals in the United States that fit their target demographic profile and served ads on the desktop and mobile news feed on Facebook. To setup a control and treatment group, the campaign budget was evenly split among a cinemagraph and a still frame from the same video, controlling for all other targeting parameters.

**Results**

Mist Twst’s experimental campaign ran for 8 days, generated over 5.62 million impressions and the final results were stunning.

**Increased click through rates:** Ads using cinemagraphs saw a 75% lift in overall click through rates over image based ads. The still photo ad saw a 0.27% CTR vs a 0.47% CTR on the cinemagraph.

**Increased Engagement:** Facebook measures engagement in way that also accounts for video views on top of likes, comments and shares, and cinemagraphs saw a phenomenal 51X lift in engagement owing to it. Of the people who chose to watch the video, 22% of them chose to stay and watch the whole 12 second cinemagraph loop, pointing to the other big advantage of longer dwell times.

With Facebook now supporting auto-looping and auto-playing videos on News Feed, cinemagraphs have quickly become the perfect low-cost and high-impact medium to replace still photo based Facebook ads.

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