



Golden Age

BASIS TECHNOLOGIES

AWARD SUBMISSION

2024



The Opportunity

Basis Technologies offers advertising automation software that unifies the media planning, operations, and reporting for agencies and brands. Basis is the only platform of its kind in the market – which made it difficult for customers to classify it among the tech tools categories they know.

Advertising automation is often defined as programmatic advertising. Basis provides extensive programmatic capabilities, although these are components within our automation solution.

Basis needed to draw attention to the benefits of automation and boost awareness. And we needed to reach the agencies and marketers who would benefit the most from Basis.

In the past we were very targeted and highly segmented with our marketing, with messaging focused on the technical prowess and capabilities of Basis. The approach was low risk.

This would change for Basis in 2024.

The screenshot shows the Basis Technologies website homepage. At the top, there is a navigation bar with the Basis Technologies logo on the left and links for Technology, Services, Resources, Company, Contact Us, and Sign In on the right. The main headline reads "We Solve the Advertising Industry's Biggest Problems" with the subtext "Transformational Software and Award-Winning Services". Below this are two buttons: "Explore Platform" and "Explore Services". A large circular graphic on the right side of the page contains the Basis logo. The main content area features the tagline "TRANSFORM THE WAY YOU WORK" and "One Platform. All Your Digital Advertising." followed by a paragraph: "The advertising industry is weighed down by operational complexity, siloed systems, and tedious manual work." Below this is a central text block: "Basis Platform integrates and automates the digital advertising process. It unites teams, integrates disparate systems and tools, automates workflows, reconciles billing, and streamlines campaigns from end-to-end. Welcome to Basis Technologies: The home of innovation in digital advertising." This is supported by four statistics in hexagonal shapes: "35% Increase in Productivity", "43% Reduction in Time for Media Operations", "48% Return on Investment", and "40% Reduction in Manual Steps". A central text block states "Save time and increase efficiency with Basis." and cites "Forrester Total Economic Impact™ Industry Analysis".

Event-Driven Focus in 2024

Basis Technologies would build brand visibility by making big splashes at tentpole industry events attended by major brands and agencies. On average, each new customer earned represents millions in new revenue for our company every year.

We focused investment on major events – Possible Miami (April), Cannes Lions (June), and Advertising Week NY (October).

We created the Basis Oasis, a refresh and re-fuel lounge experience that would ‘travel’ to events, with unique experiences that differed from other sponsors’ activations. Basis Oasis gave attendees a break from the bustle of the conference while also playing up the glamour of working in advertising. Surprise and delight moments like themed cocktails and a mix of functional and fun giveaways added to the environment.

We surrounded each activation with hyper-local paid media such as out-of-home (digital and traditional), and targeted mobile (in ride-share services and smartphones) that amplified our presence.

Our visible impact in Miami and Cannes created buzz and was the build-up for a major campaign launch at Advertising Week NY.




The Goal

Make a memorable impact with brands and agencies at Advertising Week New York by building on the increased visibility from previous tentpole events.


Launch a new campaign that highlights the benefits of advertising automation that Basis is uniquely positioned to provide.




Strategy




Engage decision makers and influencers in agencies with messaging that appeals to aspirations of glamour that's associated with working in the ad industry.



Generate high visibility at one of the largest U.S. advertising conferences. Create 'can't miss' moments inside the conference and in high traffic media surrounding event venue.



Build intrigue through teaser messaging for a highly influential sub-set of our target customers.



Create 'surround sound' for event attendees and target customers as they are experiencing the event itself and outside of it.

Campaign Concept

Golden Age

See Landing Page >



THE IDEA

The campaign harkens back to the "first" Golden Age of Advertising. Set in a 1960s-inspired ad agency run by CEO Eleanor Weeks, the campaign brings awareness to the challenges agencies face, juxtaposing the glamour of the Golden Age of Advertising to the struggles of today's agency world.

We wanted to convey that Basis creates a simpler and more desirable place to work. We would pair a simple, era-inspired explanation of our capabilities with an emotionally resonant message that communicates the core idea through a romanticized version of that time.

The project involved meticulous planning and execution, covering a multi-day shoot for both video production and photography. This resulted in a comprehensive library of assets for use across the campaign, which will continue to run into 2025.

The campaign was unveiled at Advertising Week NY in October, across various outlets, including connected TV, streaming video, digital out of home, print, and more.

Golden Age

COMMERCIAL

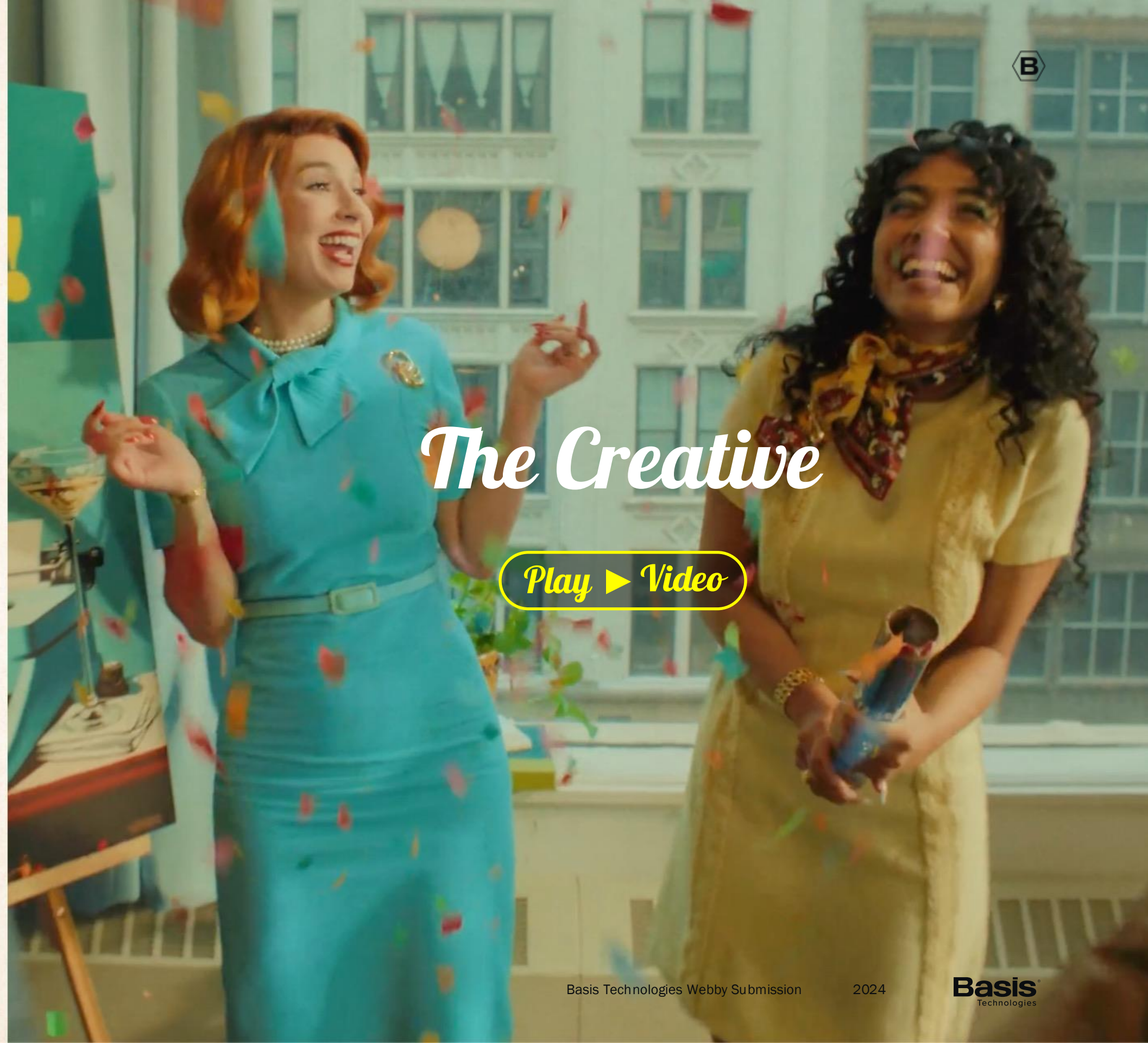
Show an agency world that is more enjoyable and fun. Basis helps teams and their leaders solve their most frustrating pain points by streamlining processes and automating tedious tasks.

TARGETING

We identified key decision makers within our ideal customer profile and the digital channels they visit. Our media strategy focused on reach and frequency – with targeted ads running (a) that led up to our presence at the Advertising Week NY, (b) during the week of the event (especially to people we identified as attending, including in their car rides to and from the airport), and (c) soon after the event.

MEDIA PLAN

The video ad (in :15, :30 and :60 versions) was served to targeted audiences on CTV channels, YouTube, LinkedIn, 6sense Display and Video, industry trade outlets, digital out-of-home screens and more.



The Creative

[Play ▶ Video](#)



Event Activation

Play ▶ Video

BASIS AT AWNY24

Our Advertising Week NY activation brought to life our ad creative. It was holistically designed as an omnichannel brand experience. The images, concepts, and themes from our main video ad was utilized in various media surrounding the event (digitally and on-the-ground).

Basis Oasis, the main staging ground of our activation, was the refresh center that offered a re-charge for conference attendees. The space replicated our campaign to harken back to the previous Golden Age of Advertising, to juxtapose the glam of that time to agency life today. It offered thousands of attendees a reminder of the joy that originally brought them to the industry.



8 Golden Age

Relax - you have **BASIS!**



Try **Basis**

Call it 'Basis' or Basis Technologies, it's the same great adtech!

You need to know **Basis**

Basis is an advertising operating system that makes every job across your entire agency or marketing organization...

All the work of a campaign, on a single desktop, or even better, right from your mobile device. It's all here with Basis. From planning to executing, its solutions help you work more effectively in the world...

Only Basis. Because you get the 'Basis' from the entire team and across the board, but don't understand what that means...

You need to know **Basis**



A fundamentally new way of working

Adtech Right Advertising Right... Basis... A single source of truth... Basis

Basis

Basis: Just Your Type.



Advertising is as easy as A-B-C

Thinking great? Can't get it done? Only you know how to get it done. But the Basis is solving the advertising industry's biggest problems including cost, it's the platform that streamlines your workflow, wherever you work, and on the go. It's the platform that makes it so easy to work with Basis.

Basis

You need to know **Basis**

You need to know **Basis**

You are looking at the advertising world's most remarkable business machine... Basis. It solves the advertising industry's biggest problems with the world's most advanced advertising platform.



...at electronic speed!

Basis



Glamour job? Baloney!

Basis

You need to know **Basis**

You need to know **Basis**

THE PERFORMANCE AND EFFICIENCY LEADER IN ADVERTISING - BASIS



Basis

Tune in to **Basis!**

Get a handle on your advertising...



Basis

You need to know **Basis**

You need to know **Basis**

alive after five...



Basis

Digital Media Surround Sound

Surrounding the event, we utilized video and static display ads on a variety of channels -- including the open web, social and digital out-of-home.

A week prior to Advertising Week NY, we launched a teaser campaign to target customers with non-branded ads.



1 *Targeted Teaser Ad*

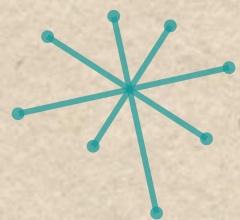
Targeted campaign to connect with ICPs through non-branded ads ahead of AWNY

2 *Digital Ads*

Reaching conference attendees (and other targeted audiences) on desktop and mobile.

3 *Digital Out-of-Home Ads*

Reaching conference attendees in the streets of New York midtown.



1 Targeted Teaser Ad

PERFORMANCE INSIGHTS

9/18/24 - 10/6/24

Channels :: CTV

Impressions :: 200K

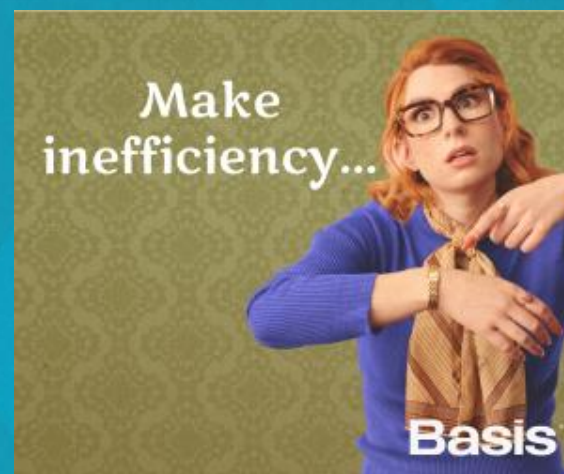
VCR :: 98.81%

Sample Placements ::

A+E, AMC, DIRECTV, Discovery+,
MLB, PLEX, Pluto TV, Tubi, etc.



2 Digital Ads



3 Digital Out-of-Home Ads



Influencing Target Customers

AD CAMPAIGN INSIGHTS

\$14.1 million

From Sales Pipeline Influenced

3,000

Targeted Accounts Reached

8 millions

Ad Impressions

4,600

Total Users Visited AWNY Landing Page

43.71 open rate & 2.36% CTR
of Post Event Email

EVENT INSIGHTS

3,600

Basis Oasis Visits over 4 days

1,700

Unique Contacts Earned

AdTech God Party

Neverending Entry Line; Basis-Sponsored



2,500
Martini's
Served

A woman with short, wavy brown hair, wearing a bright blue dress and a pearl necklace, holds a martini glass filled with a yellow drink and a lime wedge. She is standing in a modern apartment with large windows overlooking a city. The room is decorated with plants and a side table with books. The lighting is warm and ambient.

You need to know

Basis®

Advertising Automation Platform