Seamless

Creative Campaign

2025

Opportunity

Advertising automation platform Basis sought to increase awareness and highlight its benefits to larger agencies and brands that spend millions of dollars yearly in digital ads.

Although Basis is a top provider in its category, it was difficult to differentiate from all the ad tech companies in the industry that sounded similar in their marketing and positioning.

Basis believed that to engage prospects and customers more effectively, it needed a brand-building approach that was visually striking and memorable -- going beyond the typical B2B campaign by entertaining first and then informing.

Strategy

Basis' thesis is that creative storytelling + advertising precision and automation can build brands and influence B2B sales. Basis' technology helps its clients target the right customer at the right time on the right channel. Yet, it understands that the creative needs to be compelling to engage a customer. It put this thesis to the test through Basis' 2025 'Seamless' campaign to find marketing leaders and build an emotional connection with them.

Campaign Objectives

- Engage agency decision-makers and influencers with messaging that taps into the aspirational glamour of the advertising industry.
- Build high visibility at major tentpole industry conferences.
- Differentiate the Basis brand by reaching ideal customers higher in the funnel through targeted placements and elevated creative.

The Creative

Basis' commercial was the campaign lead and centerpiece. Set in a 1960s-inspired ad agency, the video ad brings awareness to the challenges agencies face. The campaign conveys that Basis brings automation, connectivity, and clarity to ad tech, making it easier to step away without losing control.

Working with our creative agency, Bottle Rocket Media, the project involved meticulous planning and execution, covering multi-day shoots in Chicago and LA for both video production and photography. This resulted in a comprehensive library of assets for the campaign to use throughout 2025.

The campaign is an evolution of Basis' Webby Award Nominated 2024 campaign "The New Golden Age of Advertising."

Activation

Basis drinks its own champagne. Appropriately, all the digital media was managed and activated through Basis' advertising automation platform with its own in-house media team.

Various visual elements of Basis' campaign creative foundation were applied to its marketing channels and tactics (media, email, paid social, gifting).

The creative assets supported an always-on campaign throughout 2025 that leveraged video and display ads targeting ideal clients on all digital devices.

Seamless' activation leaned in on major investments in Possible Miami and Cannes Lions. There, it set up Basis Oasis, a 'travelling' lounge experience customized for the unique settings of the two conferences, providing event attendees with a stylish retreat, reinforcing the glamour of advertising and promoting Basis' solutions. To amplify this presence, Basis utilized hyper-local paid media across digital, out-of-home, and mobile channels to create surround sound with attendees.

2025 Impact

BRANDING DRIVES BUSINESS -- THE NUMBERS DON'T LIE.

$40+ million
in advertising spend through Basis by marketing-attributed customers – equating to 67% YoY marketing-attributed revenue increase

90% of targeted accounts
engaged with Basis via ad clicks, website visits, keyword searches, meetings, etc. – increase from 80% in 2024

20% YoY increase
in number of new accounts (with tens of millions of dollars in potential value)

13% YoY dollar value
increase per new customer deals generated by marketing

2.5x higher avg. revenue
per new 'ideal' client (large spenders) over average revenue from all other new clients

APRIL 2025

Seamless

Commercial

APRIL 2025

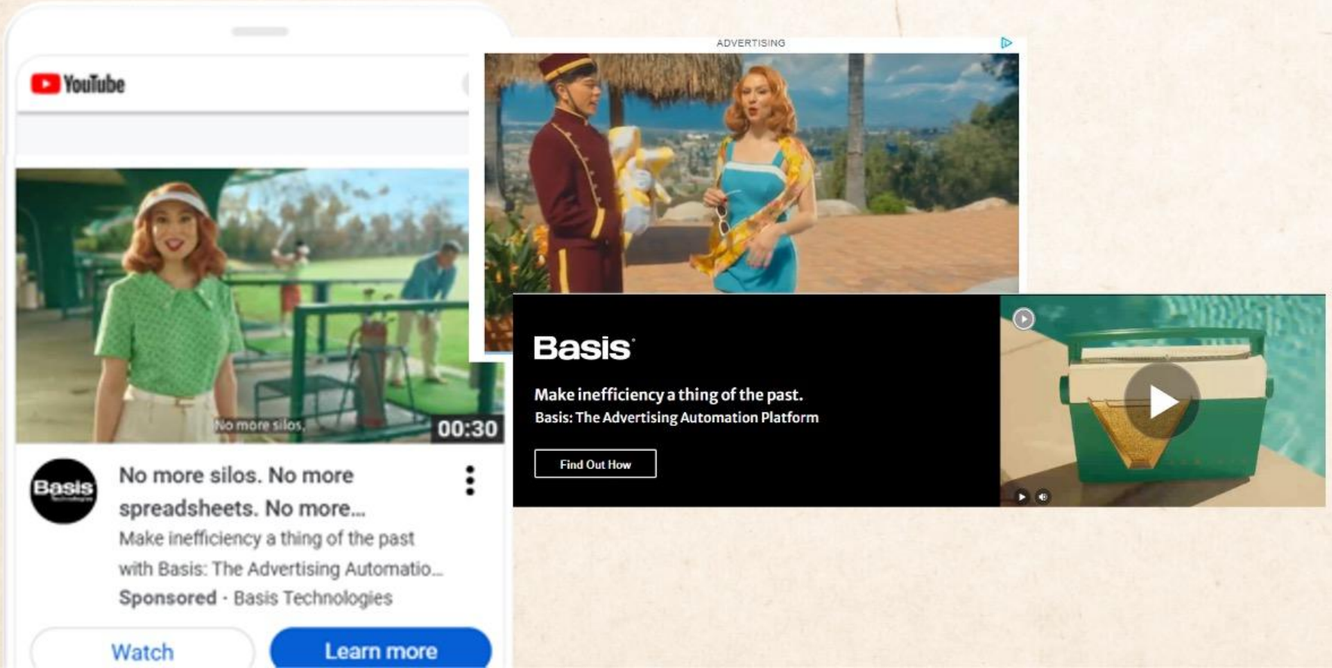
Always On 2025 Campaign

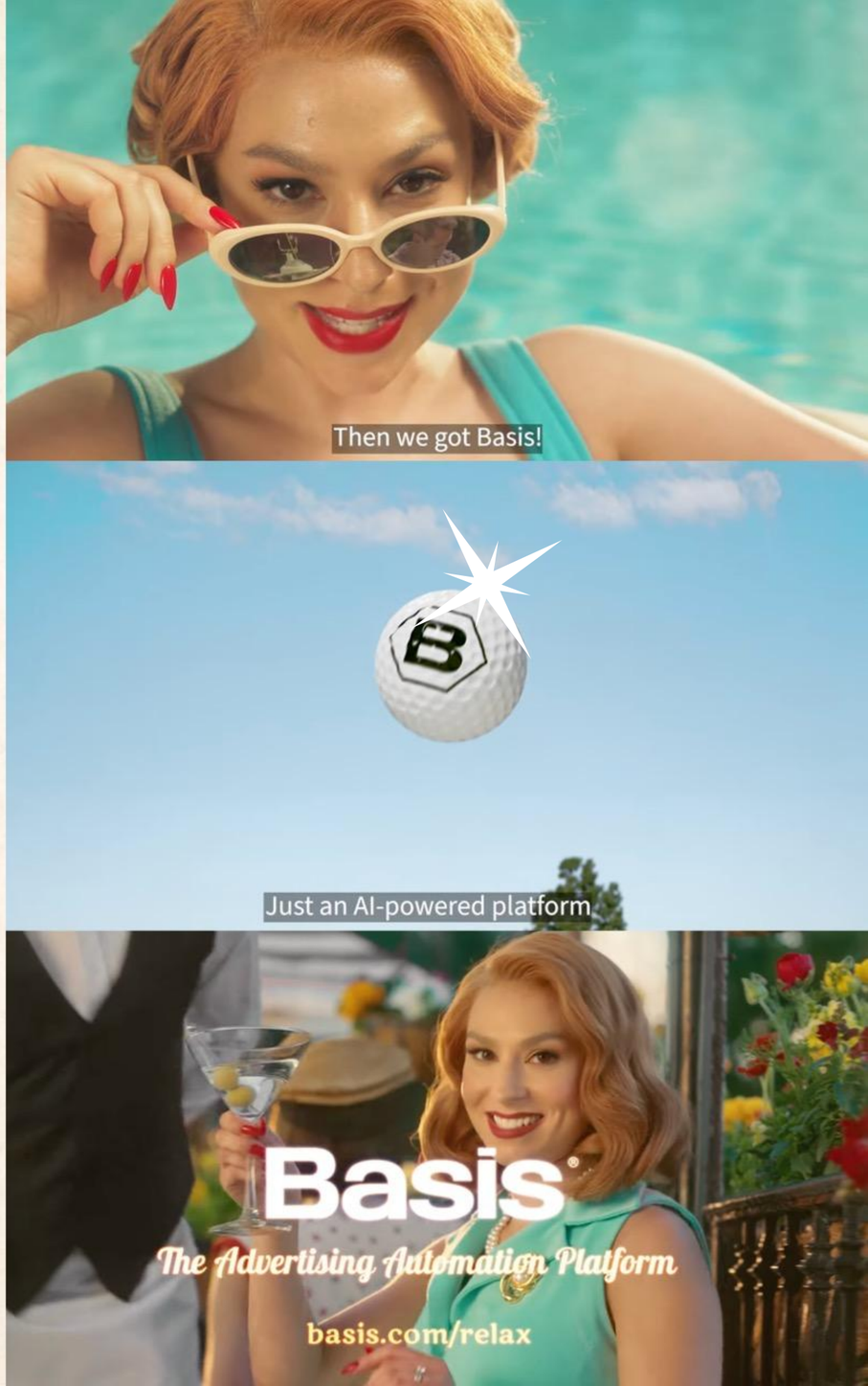
Video Ad

‘SEAMLESS’ COMMERCIAL

- ‘Seamless’ follows the fictional agency CEO on a day of leisure.

She can savor and seize her day thanks to Basis.





APRIL 2025

Always On 2025 Campaign

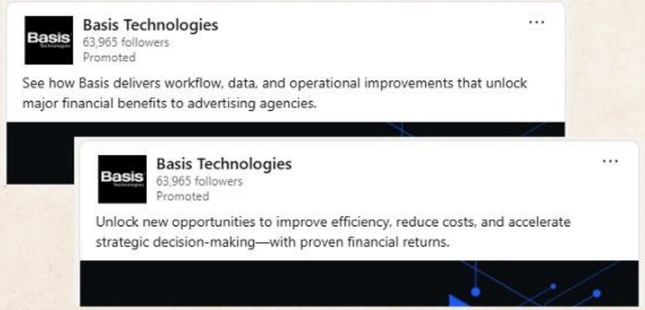
B2B Targeting Impact

B2B Audience Targeting

Awareness/Consideration Campaign + Video Campaign

LinkedIn Direct Buys

Awareness/Consideration Campaign

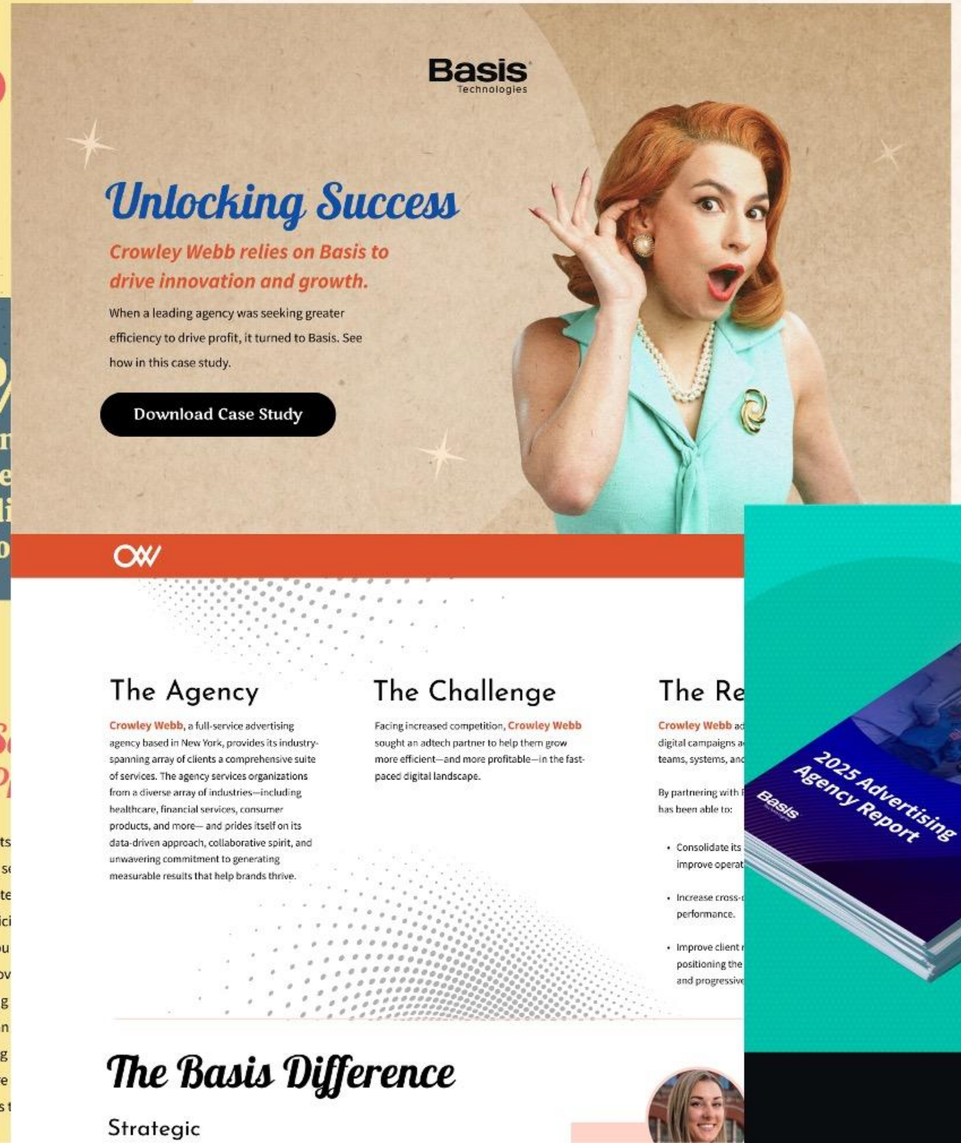


Basis

APRIL 2025

Always On 2025 Campaign

Landing Pages



AdAge

By **Garett Sloane** April 22, 2025 08:00 AM

Amazon has been marketing Amazon Ads in a campaign called “Ads That Work as Hard as You Do.” Meanwhile, independent DSP Basis Technologies launched a new campaign last week called “Seamless.” These B2B ad platform efforts, including from The Trade Desk, Amazon and **Basis, are ramping up on creativity, focused on brand-building as much as direct-response goals typical of corporate marketing.**

Basis’ latest ads, which were timed to the platform’s presence at next week’s Possible media conference in Miami, include online video, display and out of home. The commercials have a nostalgic feel with a 1960s aesthetic, and agency CEO Eleanor is the main character. Eleanor is seen relaxing in the pool and golfing, unfazed by any potential ad crises.

“It’s really the first time I would say that we started to invest pretty significantly in the creative,” said Katie McAdams, Basis Technologies’ chief marketing officer. “From my perspective, just looking at a lot of the B2B advertising across the ad tech space, it’s pretty formulaic.”

The Basis campaign, done with digital agency Bottle Rocket, is clearly targeted at agencies with the main character hailing from that part of the industry.

“Basis works with agencies and brands,” McAdams said, adding that “when you look at all of the automation components of our platform, a lot of those are built to really help drive efficiency for agencies ... so that’s really the messaging.”

Basis® Oasis

at

possible

APRIL 2025

possible

APRIL 2025

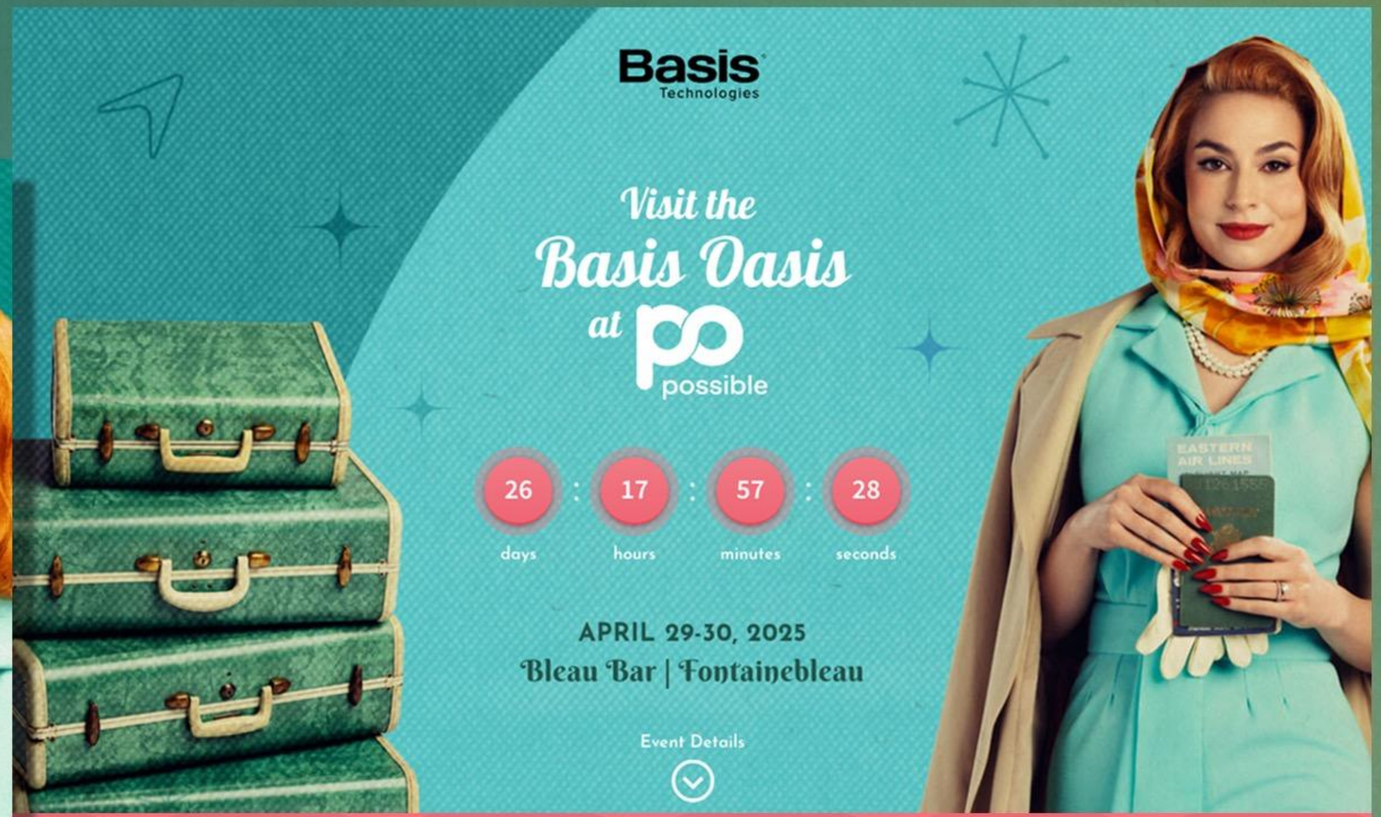
The Platform you've been waiting for has arrived.

possible

Communication ahead of conference.

Social

Landing Page



possible

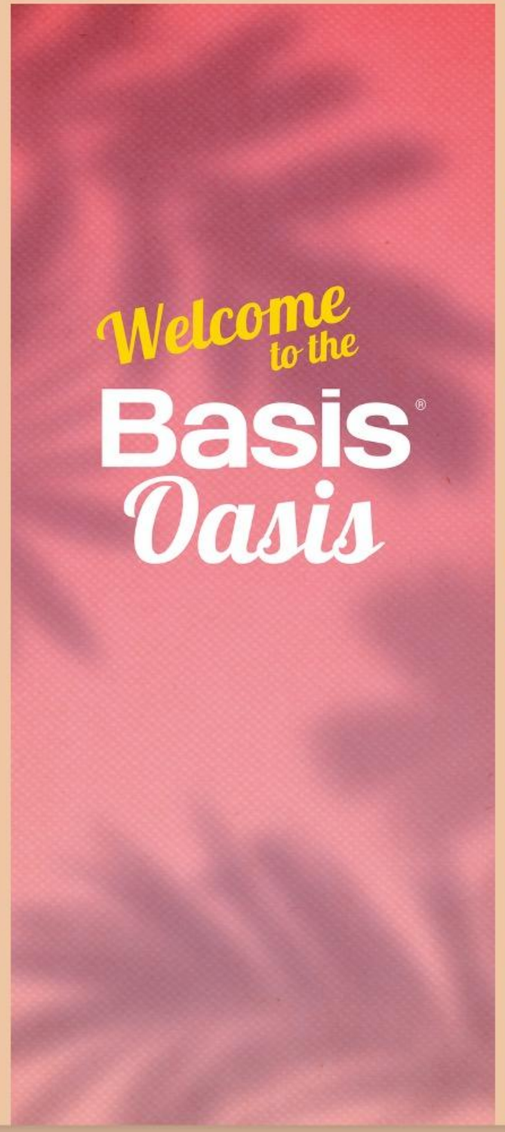
APRIL 2025

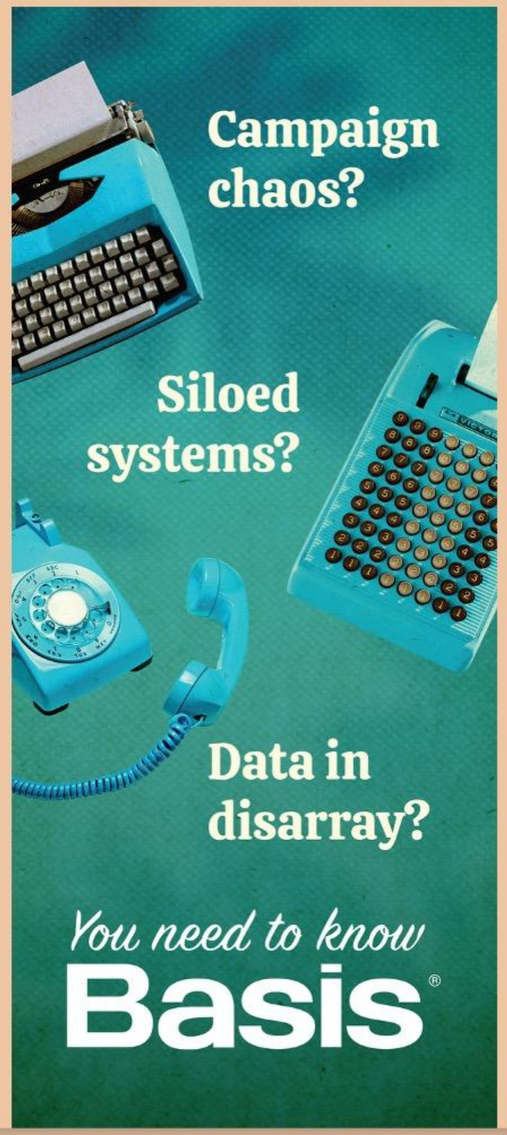
possible

APRIL 2025

possible

Geo-Targeted Display Advertising in or around conference hotel



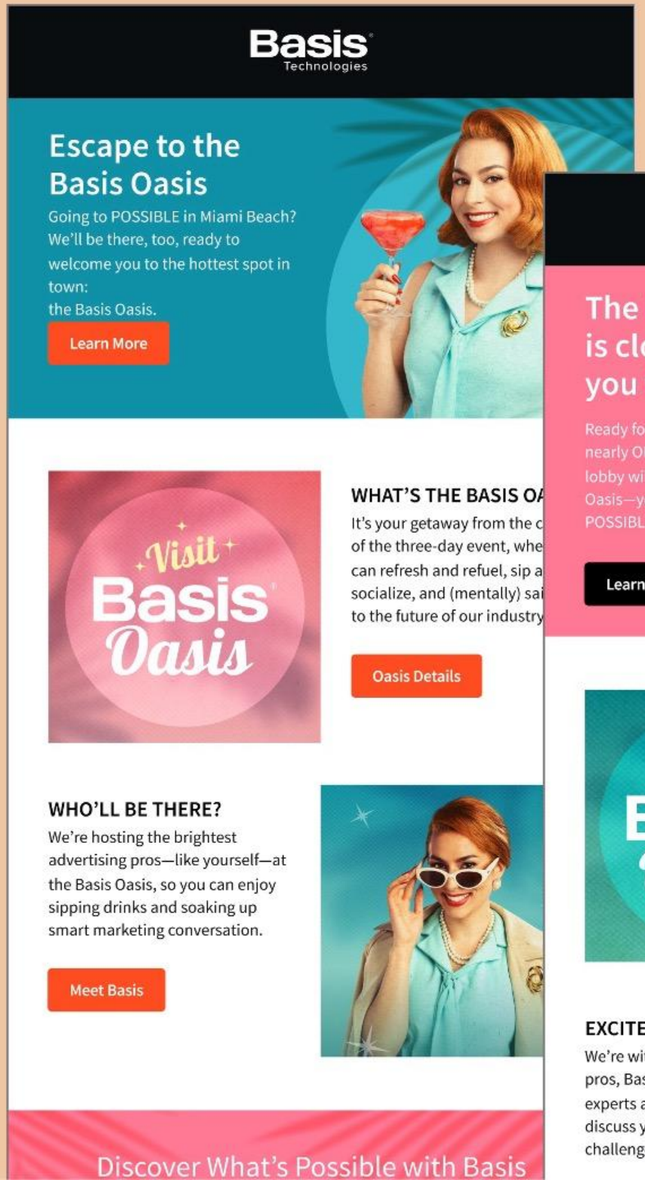


possible
APRIL 2025

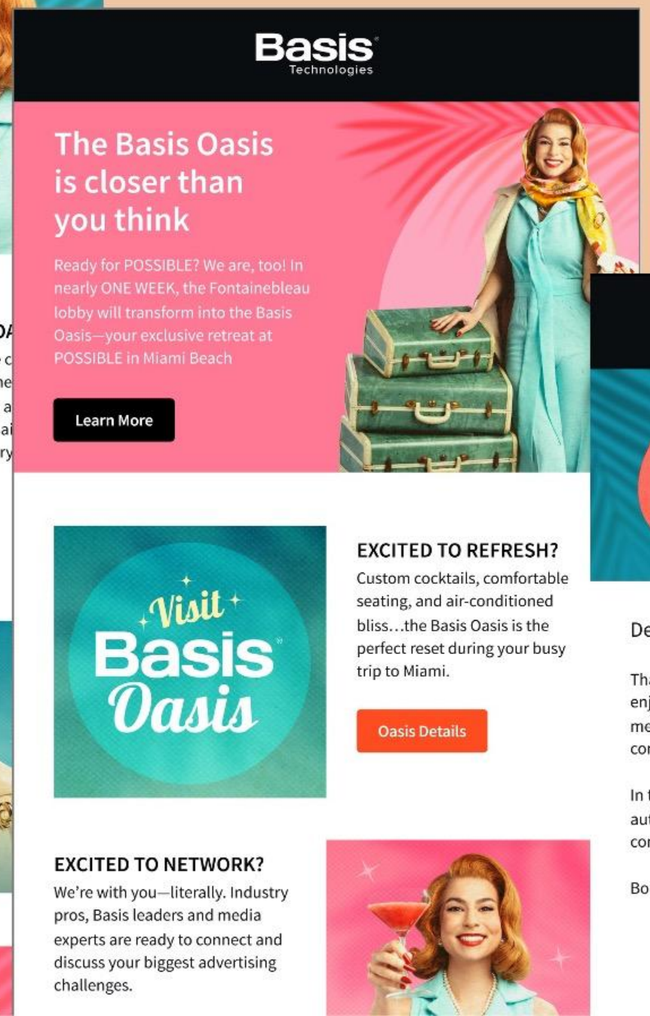
Digital Out Of Home targeting conference attendees

Multi-channel promotion and communications

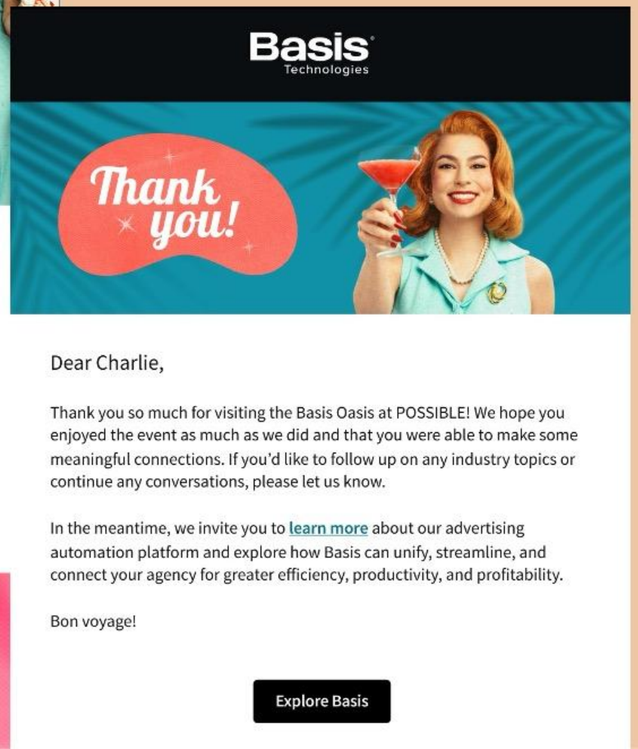
Pre-Event Email



Pre-Event Email



Post-Event Email



Hyperlocal Ad

Social

Basis Meetings at Basis Oasis

Basis Boutique gifts for guests

Branding Touchpoints

Basis® Oasis at possible

ACTIVATION INSIGHTS

$11 million
in sales opportunities influenced

1167 visitors
to the Basis Oasis

107 meetings
scheduled with the Basis team

2,500
Martini's Served

campaign

This week's creative roundup answers the question: 'Can a B2B ad be interesting?'

by Leslie Blount | May 21 2025

Basis Technologies

And while we're on the subject of B2B companies making occasionally complex subject matter more digestible, the adtech company formerly known as Centro has a followup to its Webby-nominated B2B campaign Welcome to the Golden Age, set in a 1960s Mad Men-era inspired ad agency. Seamless features the Joan-like star enjoying a day at a fictional country club, breaking down the ways industry professionals can simplify their operations so they too can enjoy a day doing whatever they want.

The minute-long spot, created by Bottle Rocket Media, is not only visually striking with its use of vintage imagery and bursts of color, it keeps things simple and winks at the notion of anticipated practices embracing modern technology so professionals can relish he best parts of both worlds.

Basis®

at

CANNES LIONS

JUNE 2025

Bon Voyage

JUNE 2025

CANNES LIONS

DOOH

CANNES LIONS

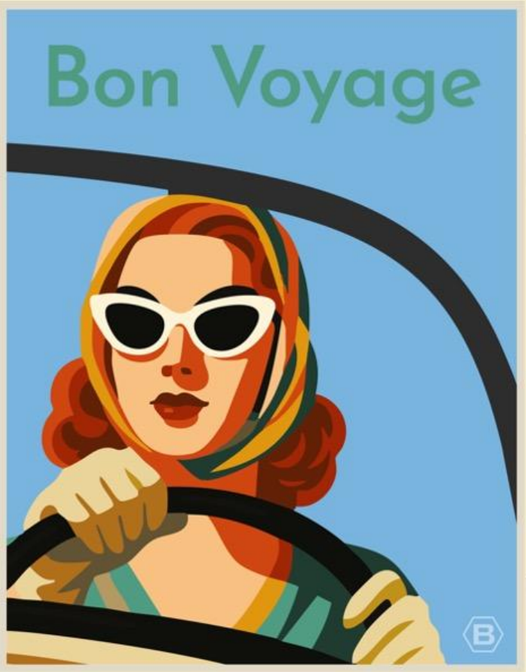
Video Frames

CANNES LIONS

DOOH TOTEMS

CANNES LIONS

DOOH Croisettes



Postcard

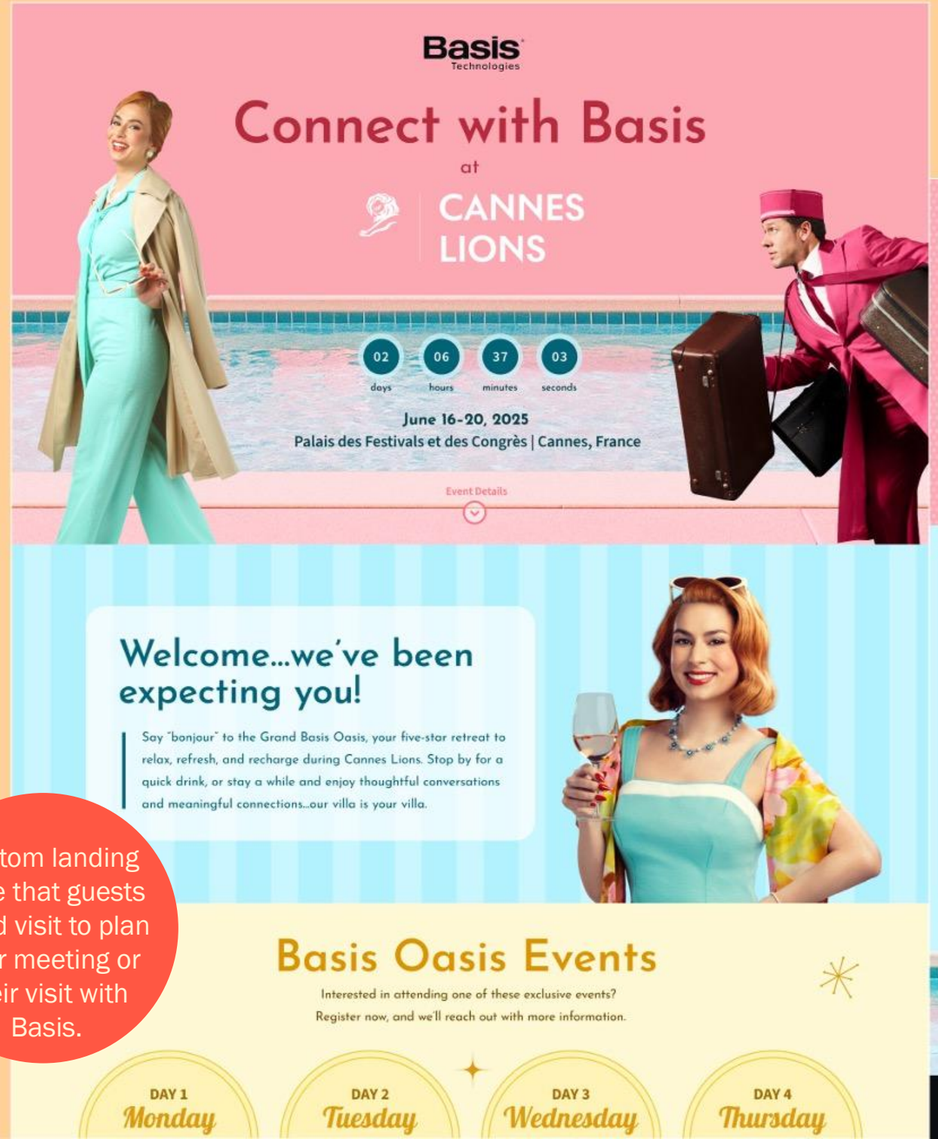
:10 Videos

CANNES LIONS

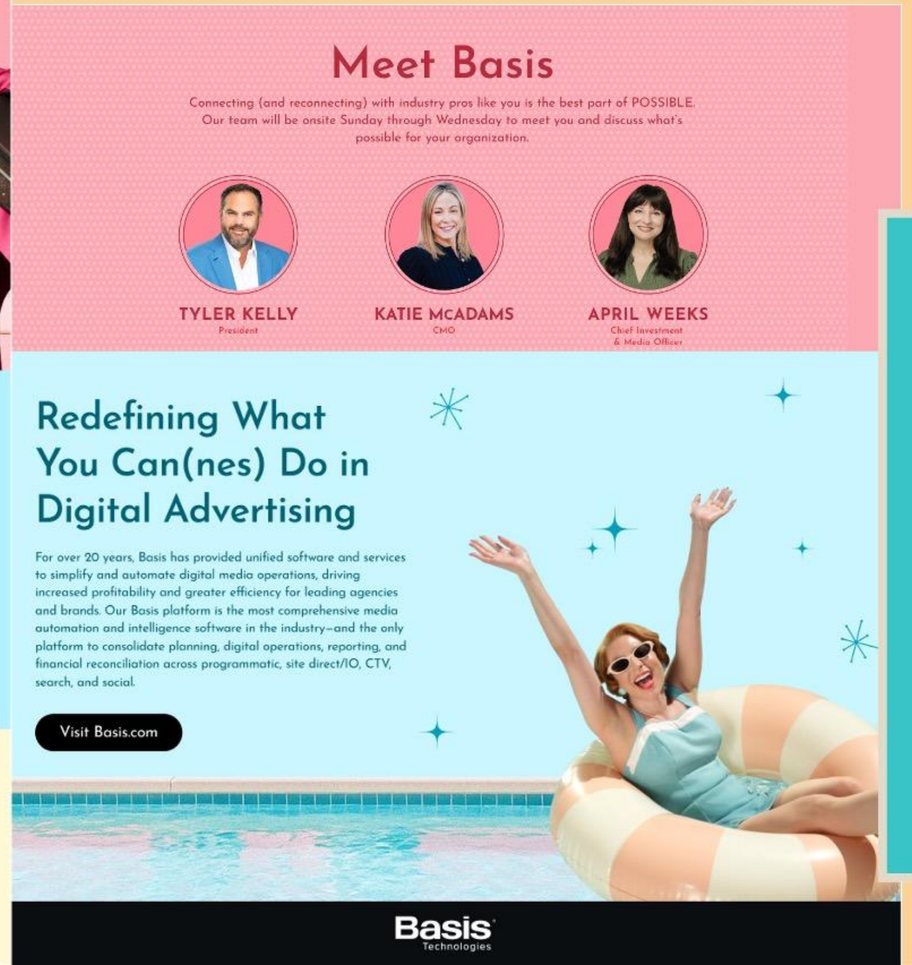
Creative Assets

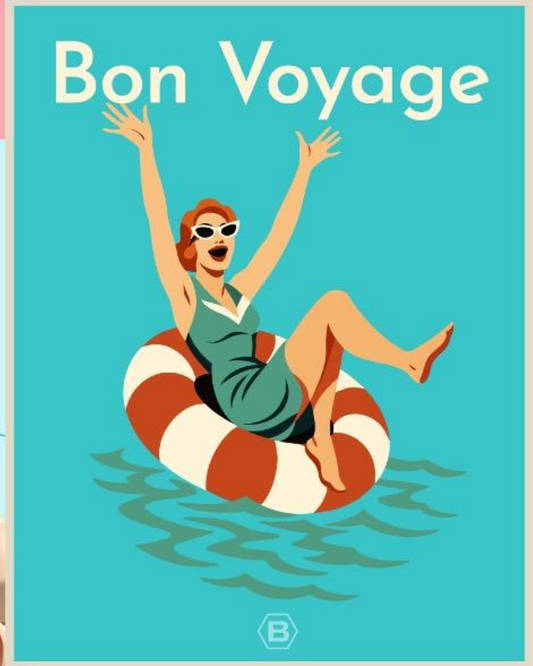
Social

Landing Page



Custom landing page that guests could visit to plan their meeting or their visit with Basis.





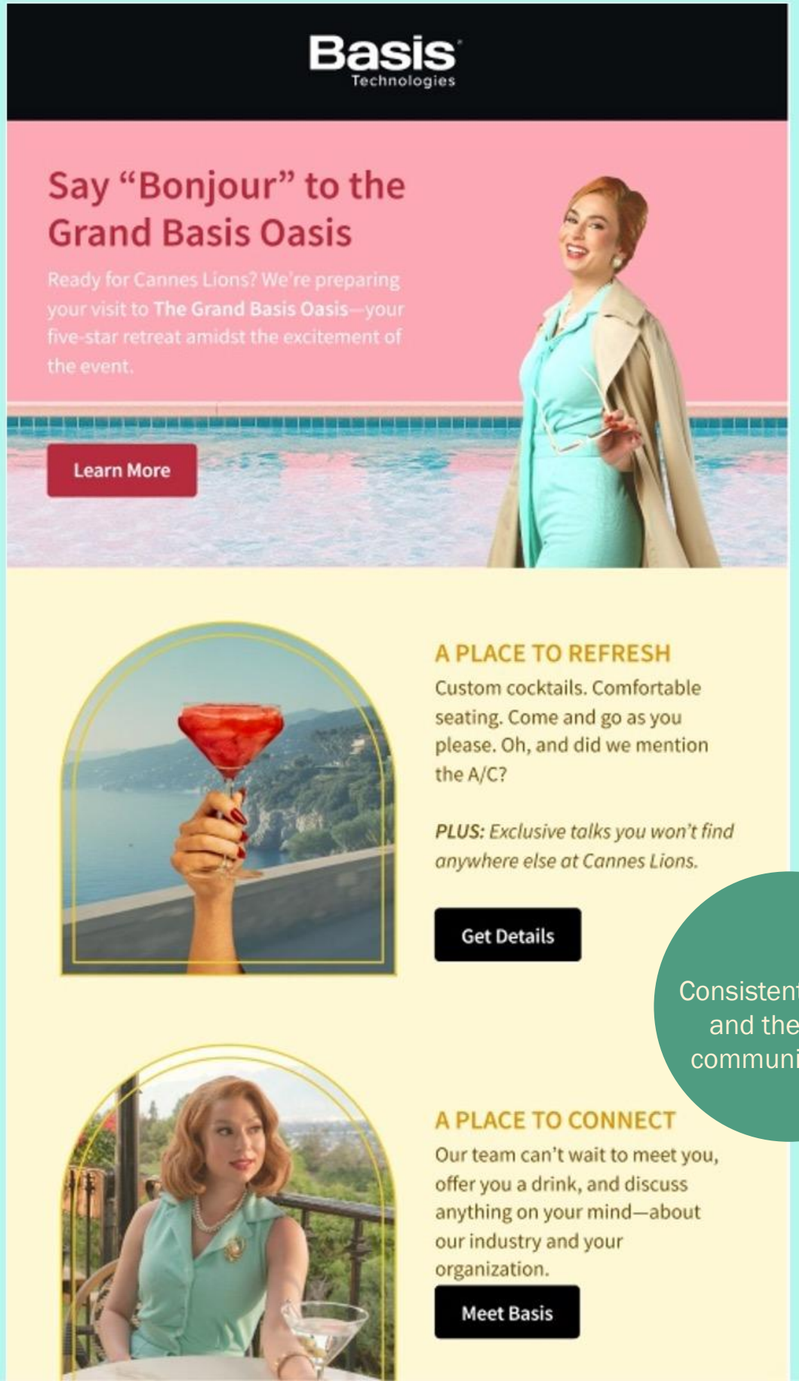
Postcard

CANNES LIONS

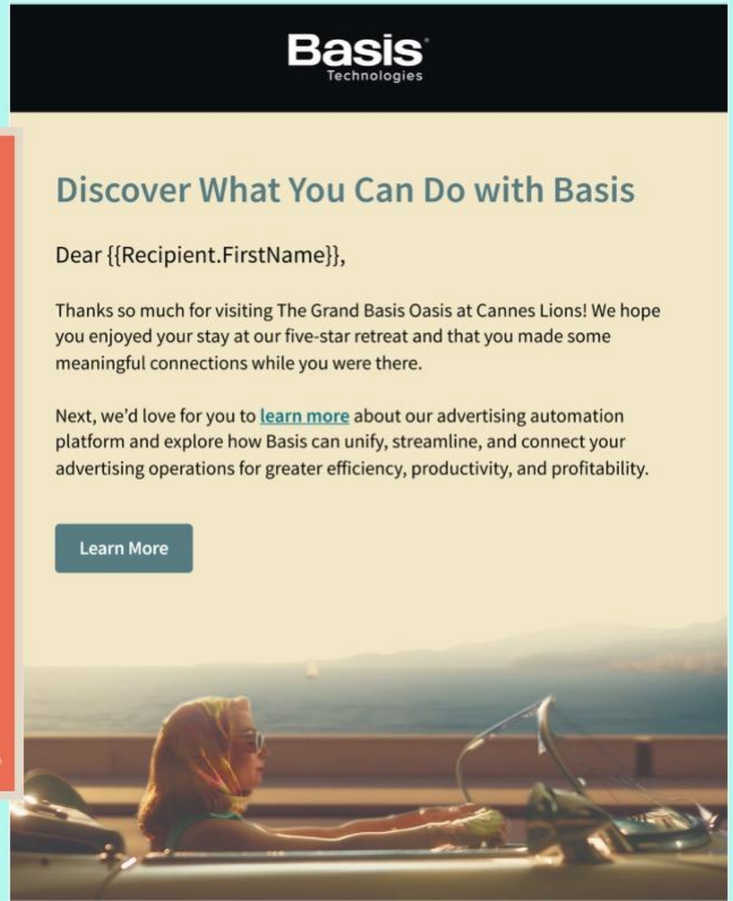
Communication

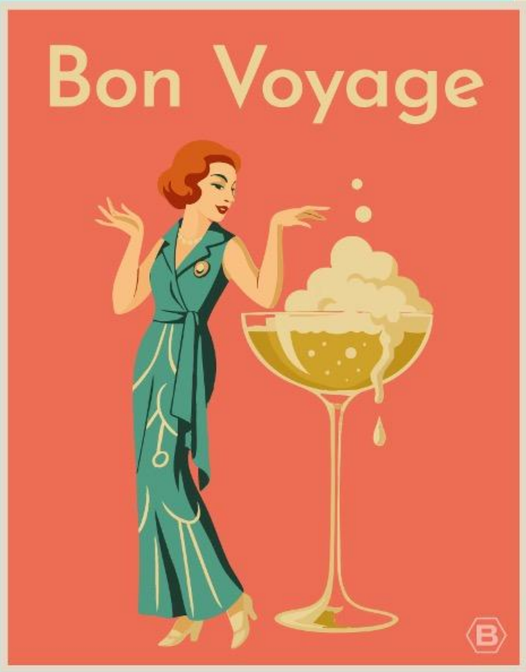
Hyperlocal Ad

Post-Event Email



Pre-Event Email





Postcard

Consistent creative and theme for communications.

The Grand Basis® Oasis

at

CANNES LIONS

JUNE 2025

The Grand Basis Oasis

SPACE ACTIVATION:

Custom Space

Basis hosted guests in an apartment that was transformed into a 1960's Hotel to stylistically play off of the **Seamless** commercial.

Custom touches, like key chains and friendly bellhops were all part of the experience.

The Grand Basis® Oasis

SPACE ACTIVATION:

Room For All

Top features include a custom bar, a stylized balcony overlooking the strip, unique sitting areas, and group hosting spaces for dinners, panel discussions, podcast recordings, and client meetings.

The Grand Basis® Oasis

SPACE ACTIVATION:

Campaign Artwork

Visual elements incorporated language and visuals that connected with a BIG SCREEN DOOH ad that played at The Palais.

Seamlessly connecting the commercial to the apartment and the apartment to the new ad that featured at Cannes.

SPACE ACTIVATION:

Custom Magazine

Every hotel needs a talking piece—
Basis leaned into building
a custom ad magazine
of retro ads 'Basis-ified'
while featuring the campaign's
main character.

The Grand Basis Oasis®

SPACE ACTIVATION:
Chef’s Kiss

Guests found delights in every corner:

- At the ring of a bell; Champagne popped out of the wall.
- Custom vinyl records as gifts
- Postcards designed to resemble the lead from the Seamless commercial.

The Grand
Basis
Oasis

Basis® at CANNES LIONS

ACTIVATION INSIGHTS

$2 million
in sales opportunities influenced

109 visitors
to
The Grand Basis Oasis

130 meetings
scheduled with the Basis team

Basis®

at

ADVERTISINGWEEK

OCTOBER 2025

240+ VIP attendees
riding Basis-branded
ADVERTISINGWEEK
party elevator

Basis®
The Advertising Automation Platform
basis.com/relax