

# How to Use Celebrities to Drive Engagement



**Perce-Neige** is a 1901 French charity Act created in 1966 following the initiative of actor Lino Ventura, to help people with learning disabilities by enabling them to live as comfortably as possible.

Cost per View



**96%**

lower than objective

## Goal

To spread their message and explain their actions, Perce-Neige asked for help from famous French actors. This was intended to attract new donors. Playing with the word “role”, a short video showing the actors saying “I’ve got the leading role” and a tagline explaining that we all have a “role to play” to help people with learning disabilities was shot.

## Solution

Perce-Neige’s agency, Socialyse France, worked with MakeMeReach to run the video for 2 weeks on Facebook. To maximize conversion, a mini-website was created with the colors and content of the campaign as seen by users on Facebook ads. The CTA buttons on this page were also optimized to boost donations.

They used **advanced targeting tools** offered by MakeMeReach: people who expressed “interest” in people with disability, fans of the famous French actors seen in the video, and people inclined to give to charities with focus on people or friends of people who specifically liked PerceNeige. This advanced and continuously optimized targeting enabled them to reach a total of **1.4 million views** for **96% less cost per view** as compared to the initial objective.

Thanks to the fact that this campaign was well targeted and had a clear and engaging CTA at the end of the video (“you also have a role to play to help people with learning disabilities”), the daily percentage of people who clicked on the video and visited the mini-website rose by 2,22%.

By analyzing conversion rates for each targeted audience in **real-time** on MakeMeReach, Socialyse France was able to identify potential donor’s profiles and to **allocate more money on these specific audiences** to increase the overall campaign performances.



CTR up to

**2,22%**



**1,4M**  
video views

