1. benefits that Post-It attempted to exploit in their ad campaign. The ad was created to be useful for the end user and created a platform for them to collect their notes – much like a physical Post-It would be used. This unique method reminds users of the usefulness of the Post-It note to help drive engagement with their physical product.
2. The average click through rate for online display advertising is less than 1%. This low rate is an average across many different brands but I would not expect user engagement to jump much higher than this number even for established brands. The high user engagement (47% active user engagement) on the Post-It campaign is a testament to the quirkiness and usefulness of the ad campaign. However, for a standard run of the mill add campaign I would not expect significant user engagement.
3. The elements of the campaign that contributed to the “considerable earned media reach” are the quirkiness and usefulness of the ad campaign. People tend to associate banner ads as being annoying and a waste of space. Post-It took these emotions and flipped them on their head by creating a “ad” that was useful to the user. The usefulness of the ad propelled users and media to advocate for Post-It in an unprecedented way.