

Interreg



Co-funded by
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Aurora



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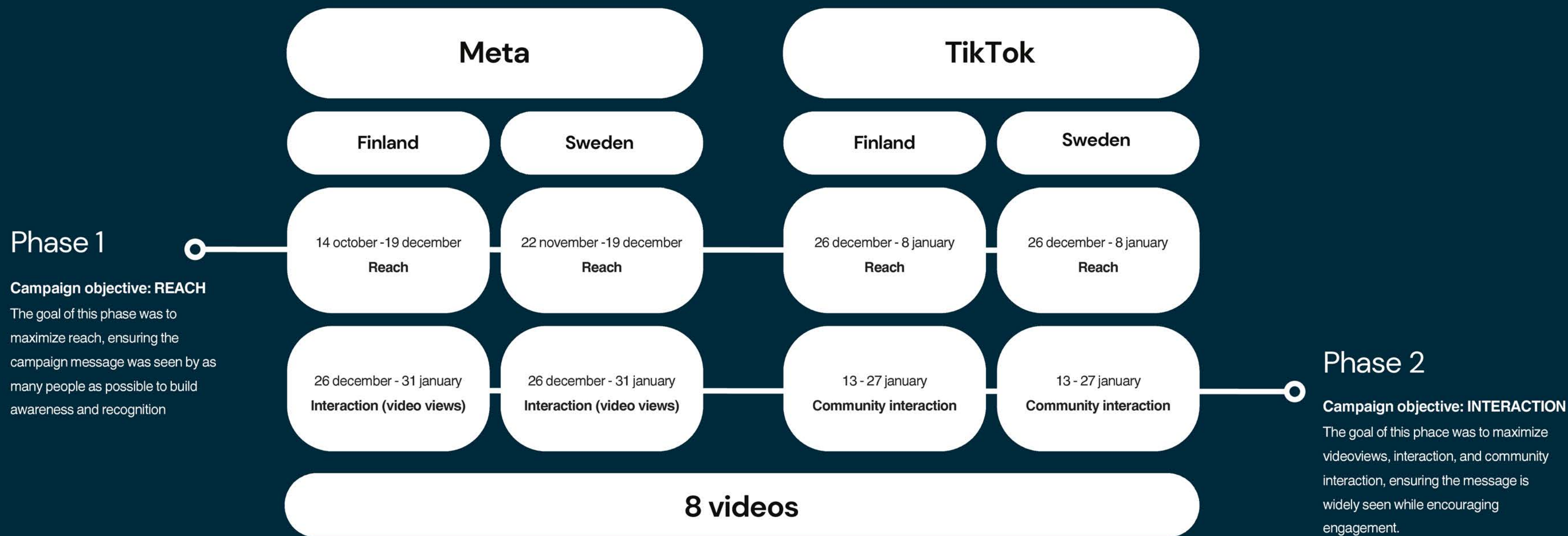


FAIR2 PROMOTING
SUSTAINABLE
AVIATION

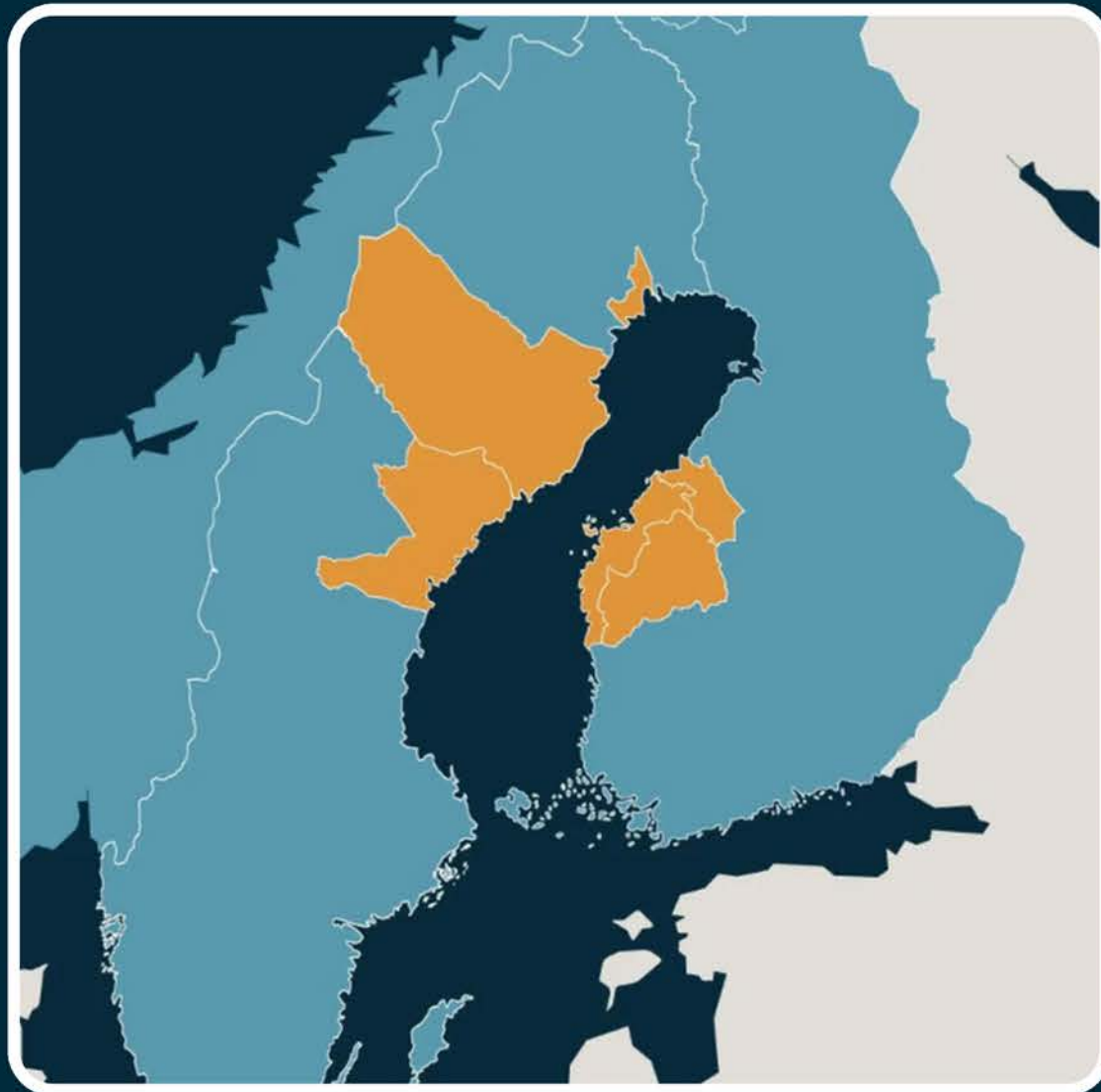
Campaign report

FAIR 2 | NEW NORTH

Campaign structure



Campaign targeting



We focused on broad targeting to maximize reach and engage a larger portion of the general public. The geographic targeting was limited to the areas relevant as shown on the map. On TikTok, due to some technical limitations, the geographic targeting was to be set on a national level.

Reach:

The number of Accounts Center accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Center accounts.

Impressions:

The total number of times the ad has been shown, including multiple views by the same person. Indicates the overall visibility of the campaign.

Views:

The total number of times the ad has been viewed, typically referring to video content. Indicates the level of interest and engagement with the ad.

CPM (Cost per Thousand Impressions):

The average cost for 1,000 impressions. A key metric for assessing cost-effectiveness.

Ad spend:

The total amount spent on ads.

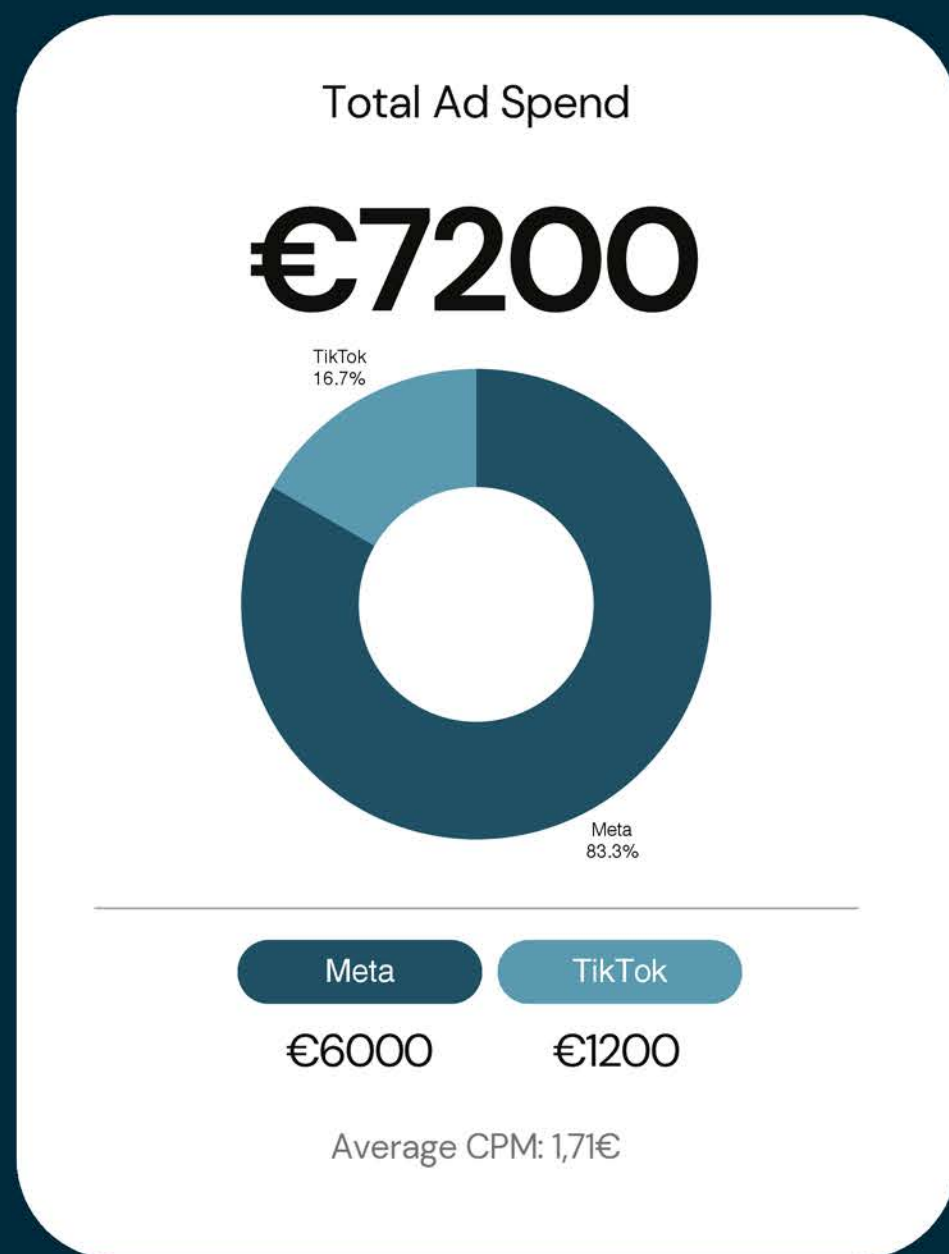
Video plays at x%:

The number of times your video was played at X% of its length, including plays that skipped to this point.

Frequency:

The average number of times each person saw your ad.

Ad spend

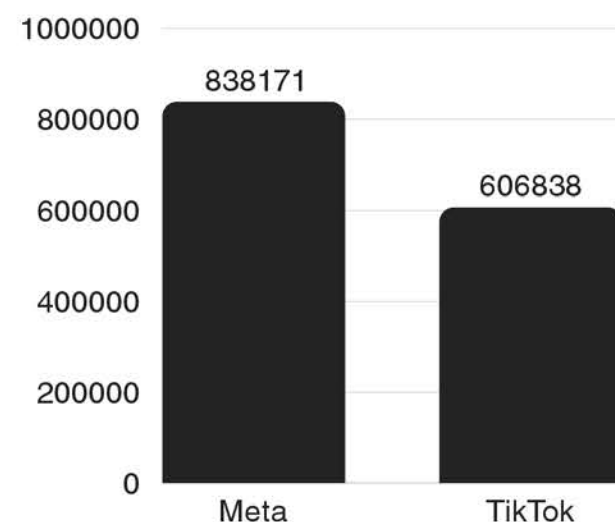


Platform benchmarks comparison

Platform	CPM	Impressions 100€ ad spend
TikTok	0,33 - 3 €	33 000 - 300 000
Meta	3 - 7 €	20 000 (CPM 5€)
LinkedIn	30 - 50 €	2500 (CPM 40€)
Magazine	20€ (Desktop) 7-18 € (Mobile)	5000 (Desktop) 7700 (Mobile) (CPM 13€)

Campaign overview

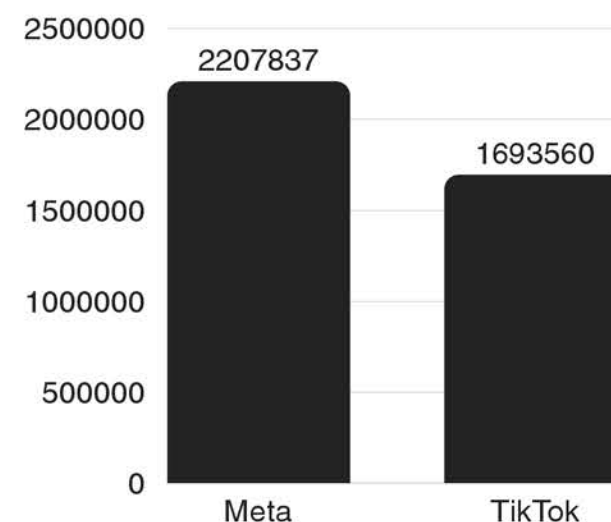
Reach



1 445 109

Total reach

Imperssions



3 901 397

Total imperssions

Meta

Cost per 1,000 Impressions

€2,71

TikTok

Cost per 1,000 Impressions

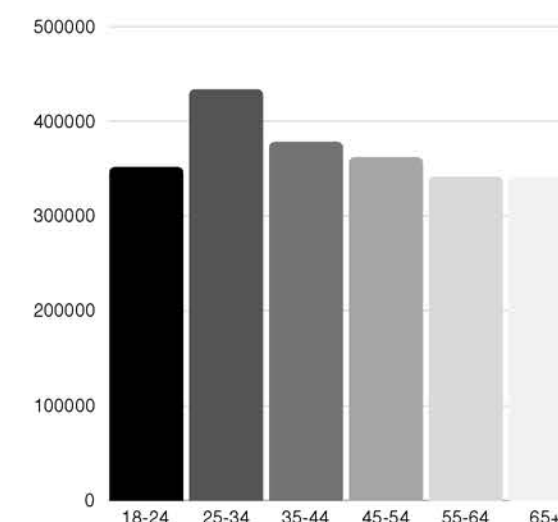
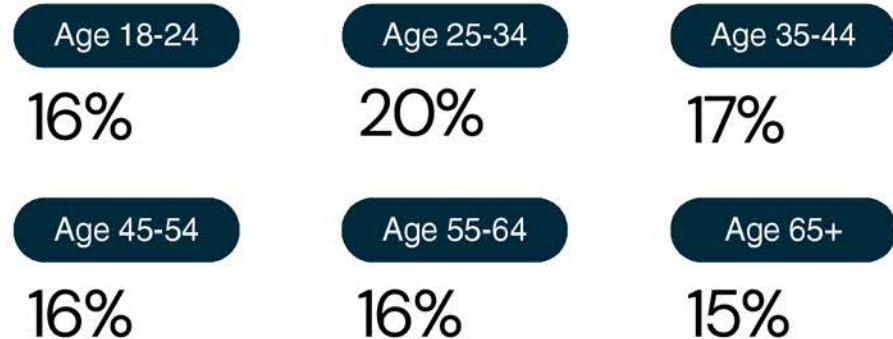
€0,71

Total ad spend

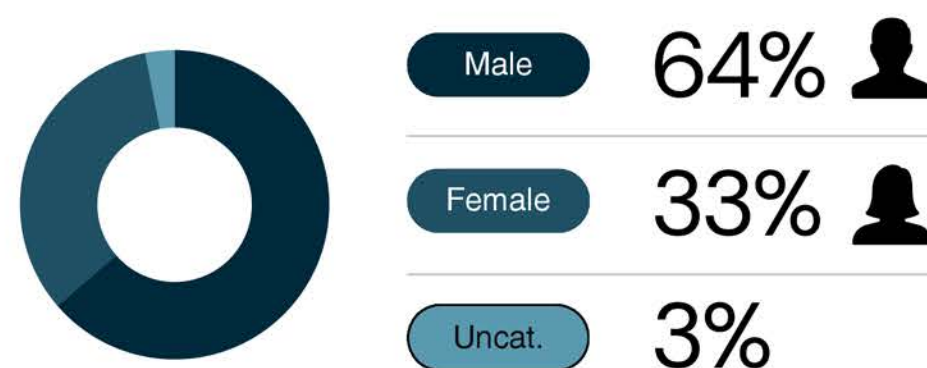
€7200

Meta Audience Insights

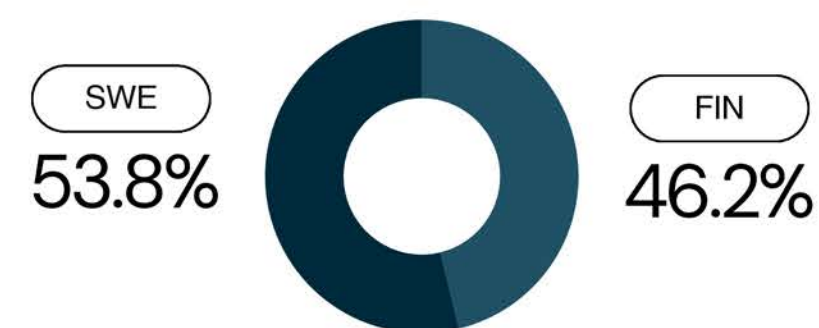
Age Demographic



Gender Demographic

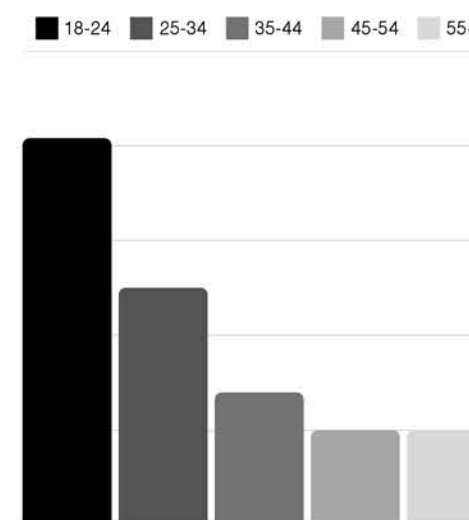
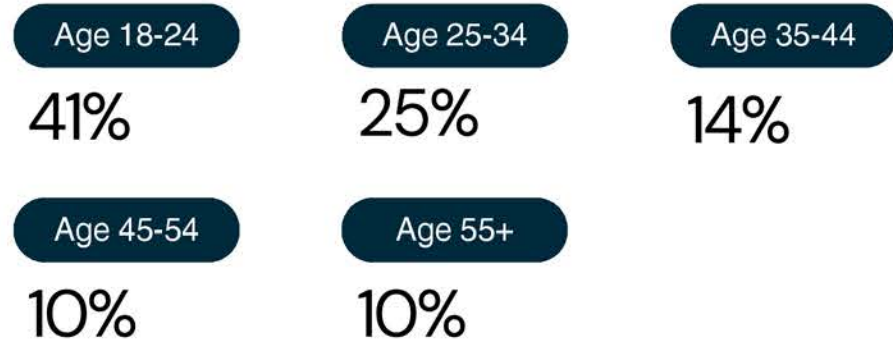


Location Demographic

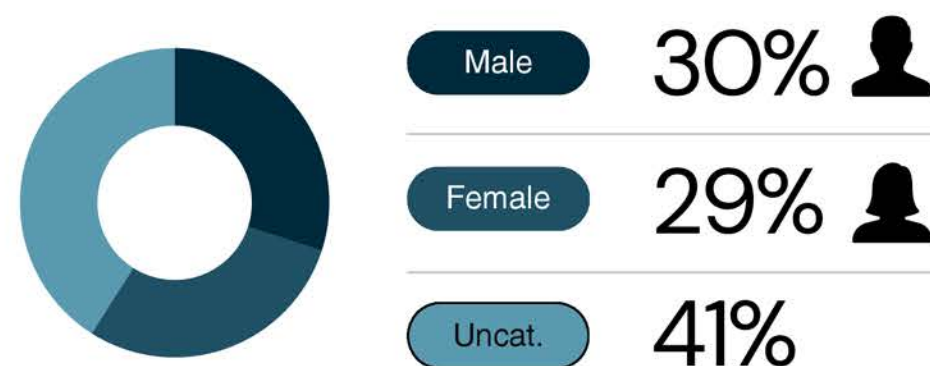


TikTok Audience Insights

Age Demographic



Gender Demographic

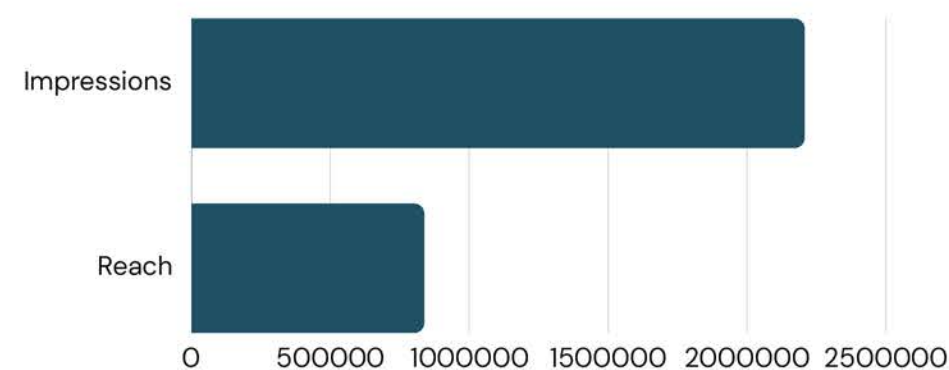


Location Demographic



Channel Performance

Meta



Impressions : 2 207 837

Reach : 838 171

Frequency : 2,64

Avg. view time : 6 seconds

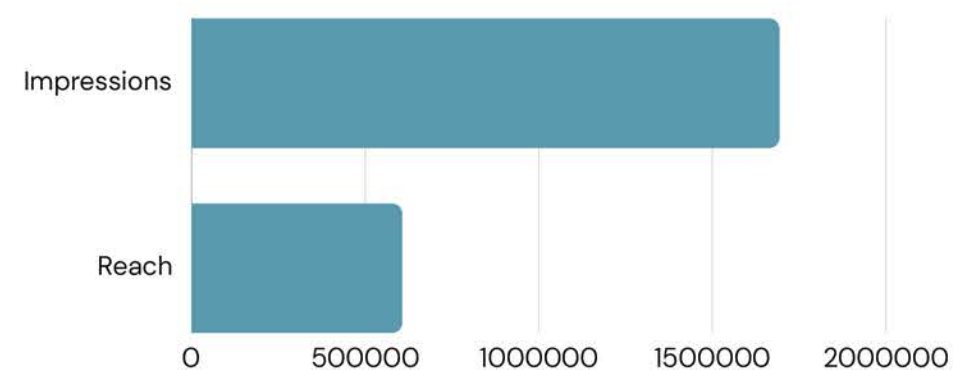
Video plays at

25%	50%	75%	100%
168 564	74 749	48 090	16 966

The number of times your video was played at X% of its length, including plays that skipped to this point.

Channel Performance

TikTok



Impressions : 1,693,560

Reach : 606,838

Frequency : 2,79

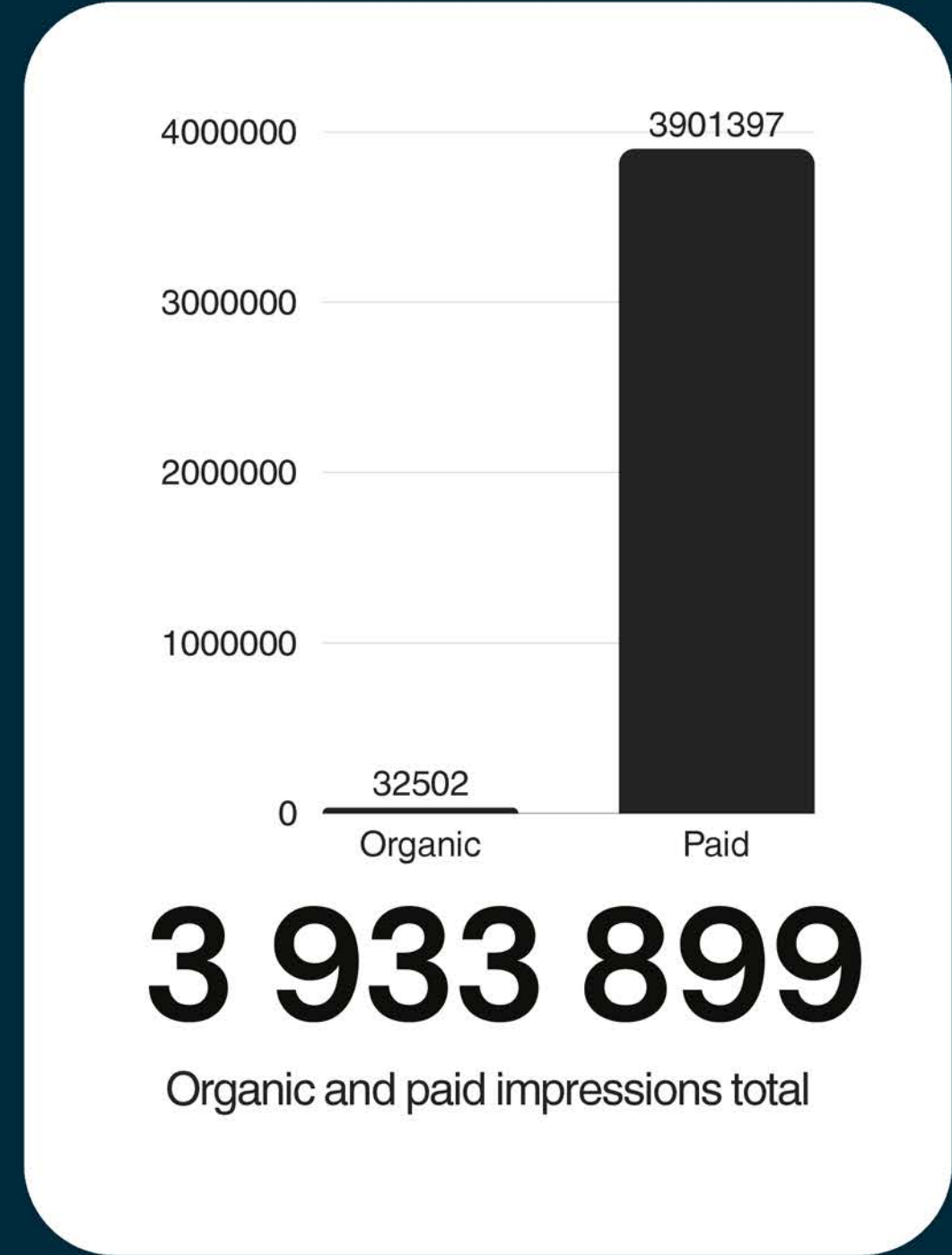
Avg. view time : 2.26 seconds
(6,27)

Video plays at

25%	50%	75%	100%
33 694	13 302	7439	3145

The number of times your video was played at X% of its length, including plays that skipped to this point.

Organic vs paid



Engagement

Engagement Metrics (all platforms)

📍 8836 📍 192 💬 227

Watch hours

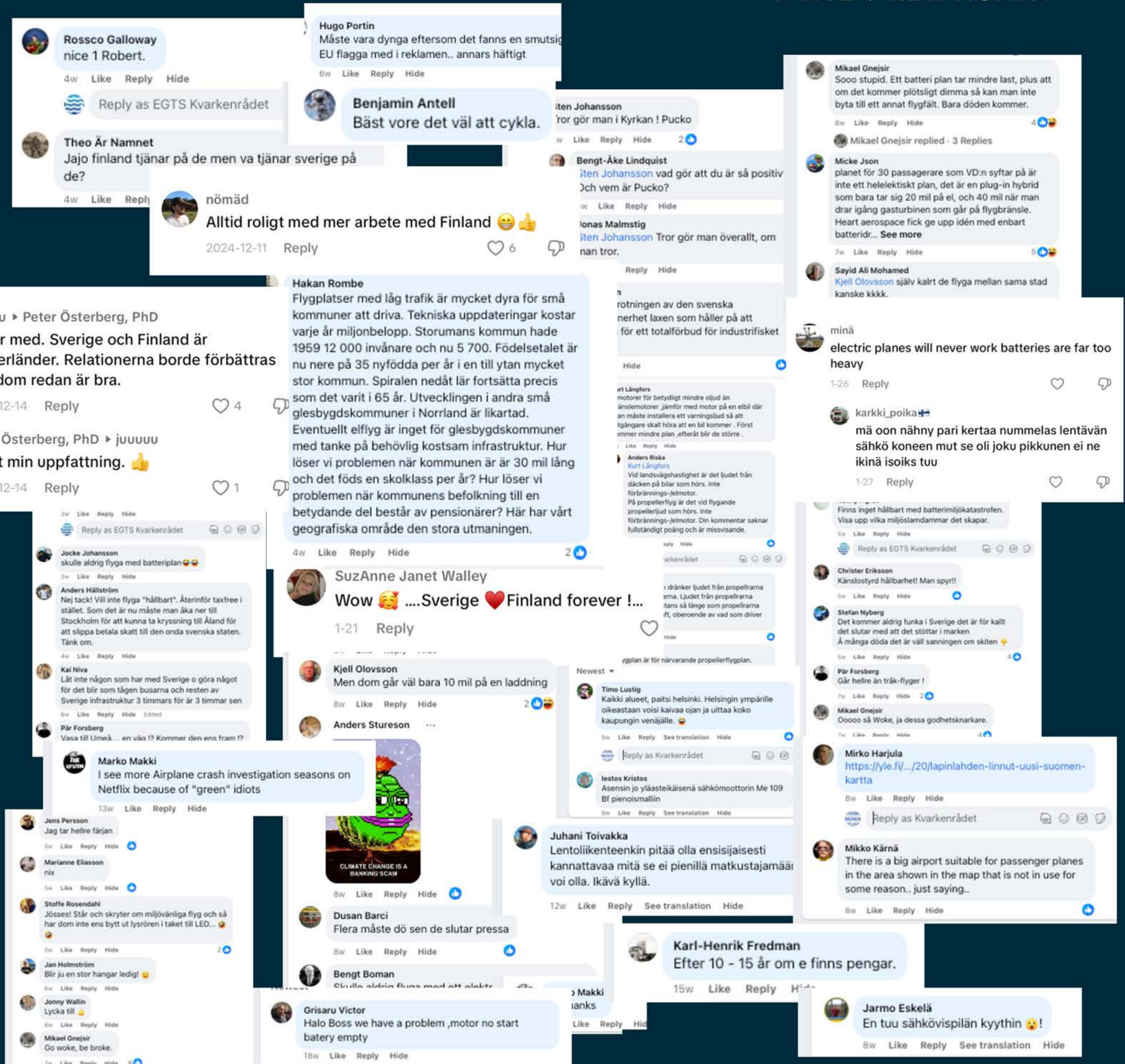
Total play time (Meta)

🕒 3598 h

Total play time (TikTok)

🕒 1057 h

4654 hours



Top performing ad

 **Video 5**

Average view time

6 sec

Impressions

1 189 140



Avg. play time

Phase 1 (Reach)

Finland

3 sec

Sweden

3 sec

Phase 2 (Interaction)

Finland

10 sec

Sweden

8 sec

Top 3 Meta

Video 5



Impressions : 780 084

Video 3



Impressions : 496 641

Video 1



Impressions : 252 875

Top 3 TikTok

Video 1



Impressions : 440 038

Video 5



Impressions : 409 056

Video 7



Impressions : 310 967

Highlights & key takeaways

- **High engagement:** The campaign generated exceptional engagement in the form of comments and likes, which is rare for paid advertising. This indicates that the topic resonated strongly with the target audience.
- **Effective account growth:** The TikTok account grew from zero to 600+ followers during the course of the campaign.
- **Cost-effective with great reach:** The campaign was highly cost-effective, achieving significant reach relative to the budget spent.
- **Future potential:** Similar campaigns could definitely be replicated in the future, potentially with shorter videos to increase engagement even further.
- **Active presence needed:** It would be beneficial to be more active in the comment section when receiving such a high level of engagement from the audience. Direct interaction with users can help foster stronger connections and enhance brand perception.
- **Strong interest in the topic:** There was a notable interest from the audience in the subject of electric aviation.

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