



## CASE STUDY

# MKII + IQ Lights

How a 35-second brand film turned a **-38%** decline into **+78%** growth across 11 countries.



THE BRAND FILM

A 35-second brand film  
that sold the **feeling**, not  
the lights.



Bars & lights category · 35-second brand film · 11 countries

Tap the image to watch the film



THE RESULTS

-38% → +78%

Bars & lights category — from decline to growth

1.3M+

75% completed views at <\$0.01 per view

44K+

reactions

14K+

contact-us clicks · \$0.81 cpc ·  
\$0.83 cpm

\$2,000–\$3,300+

ticket price

\$11,500

media investment



# Let's Talk

Your brand promise, seen by millions,  
**for under a cent.**

**g.a. mercado**

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all purchases are emotional (.)

