



CASE STUDY

OME MT64

How a 45-second brand film turned a **-2%** decline into **+15%** growth across 18 countries.



THE BRAND FILM

A 45-second brand film
that sold the **feeling**, not
the suspension.



Suspensions category · 45-second brand film · 18
countries

Tap the image to watch the film



THE RESULTS

-2% → +15%

Suspensions category — from decline to growth

2.2M+

75% completed views at <\$0.01 per view

178K+

reactions

21K+

contact-us clicks · \$0.62 cpc ·
\$0.58 cpm

\$2,300–\$3,400

ticket price

\$12,970

media investment



Let's Talk

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

g.a. mercado

wits@medrategas.com · medrategas.com

all purchases are emotional (.)

