

Toy Company Increases Brand Recall and Video Engagement Through Unique Advanced TV Strategy



CAMPAIGN DETAILS

- **VERTICAL:** Retail/Toys
- **AD TYPE:** CTV, Mobile Video & LG Smart TV Unit
- **FLIGHT:** 9/17/19 - 11/3/19

OBJECTIVE

Scale toy brand's :60 video to inspire audiences and increase brand engagement.

STRATEGY

- Reach a curated audience of "Parents + Gift Givers" on premium Connected TV (Full Episode Player) content
- Leverage exclusive TV viewership data to reach 100% SOV "Co-Viewing Parents of Children" programming and viewers of competitive brands 1:1 in real-time on mobile
- Two-day 100% SOV takeover of native ads on LG Smart TV Units with click-outs to the :60 video

RESULTS

8%

Overall Incremental Lift in Ad Recall*

10%

Incremental Lift in Purchase Intent on Mobile*

84%

Video Completion Rate on CTV

0.25%

Engagement Rate on Mobile

0.24%

Engagement Rate on LG Smart TV Unit

*Survata Brand Lift Study that compared ad recall rates among viewers exposed to the campaign and a control group not exposed to the campaign