

DRIVING AWARENESS FOR A SERIES ON A MAJOR OTT

AGN successfully drove awareness for a new series on OTT in late 2023 by to users within the Roblox environment in Canada. Utilizing advanced targeting tactics, AGN placed Out of Home (VOOH) in-game billboard ads, ensuring multiple touchpoints with the audience.



STRATEGY

- Placed Rewarded Video ad units in sports, adventure and strategy gaming environments targeting 18-44 year old men which opens up an inventory of potentially over 4 million gamers across Canada.
- AGN additionally concentrated an effort on adding in-game OOH ad units via billboards in premium Roblox gaming environments to keep the movie on top-of-the-mind for all Roblox users.

RESULTS

The campaign delivered outstanding performance metrics, exceeding typical industry standards by effectively engaging the target audience and driving their interest and actions. By capitalizing on the popularity of Roblox and targeting users throughout Canada, the campaign aimed to directly connect with the audience within the gaming platform.

1 Million
Impressions Delivered

2.32%
CTR (Video Ad Unit)

97.38%
VCR (Video Ad Unit)