

# DRIVE AWARENESS FOR A COMEDY MOVIE

AGN successfully drove awareness for Searchlight Production's new movie, "Next Goal Wins," in 2023 by targeting audience across various age-groups through gaming platforms in Canada. The idea was to target Canadians of all age groups and genders who play Premium Sports Games and Titles across all AGN gaming inventory.



## STRATEGY

- Placed a 30-second video trailer of the movie on in-game billboards in premium sports games and titles available across all available AGN inventory for all age-groups and genders. This helped the client place their ad in an engaging, immersive & unobtrusive manner and achieve a suitable and high in-view brand exposure throughout gameplay.
- The campaign was supplemented by use of posters on in-game static billboards and the same trailer was also added as video pre-rolls.

## RESULTS

The campaign achieved exceptional performance metrics surpassing the usual industry benchmarks, engaging the intended audience while driving their interest and action. By leveraging the popularity of some of the best games across the globe targeting users across Canada, the campaign intended to engage the target audience.

**1.3 Million**  
Impressions Delivered

**1.12%**  
CTR (Video Pre-Roll):

**13.77 secs**  
Time in View (Billboards)

**97.38%**  
VCR (Video Pre-Roll)