

DRIVING PRODUCT AWARENESS FOR AN INSTANT CAMERA



AGN successfully implemented a campaign for a Japanese instant camera brand by driving awareness for the Gen-Z audience through gaming platforms and products in brand safe environments.

The target was to reach 13 - 21 year old youngsters across all AGN gaming inventory including premium gaming environments and single games.



STRATEGY

- Placed a mix of Rewarded Video ad units across AGN gaming inventory targeting 13-21 year-olds in Canada, potentially reaching an approximate population of over 5 million gamers in the country.
- AGN additionally concentrated an effort on adding Virtual Out-Of-Home (VOOH) ad units via billboards in premium gaming environments to keep the brand and product on top-of-the-mind for all 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.

2.7 Million
Impressions Delivered

83.19%
Viewability (VOOH)

3.61%
CTR (Rewarded Video)

96.27%
VCR (Rewarded Video)