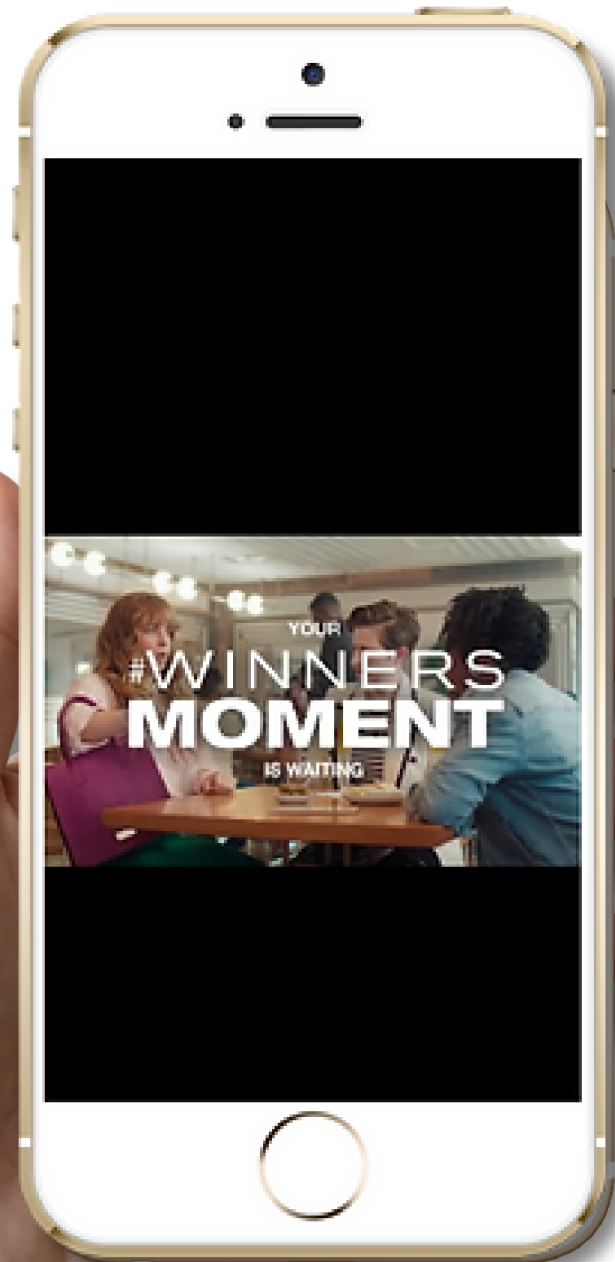


DRIVING AWARENESS FOR A CANADIAN CLOTHING RETAILER



Here's how AGN helped a large Canadian clothing retail chain to successfully execute a brand awareness campaign to encourage visibility and recognition among 25-54 year old women across Canada through the use of value exchange via In-Game Rewarded Video advertising.



STRATEGY

- The campaign was targeted to the 25-54 year old women demographic who seek cost-effective offerings.
- By using Rewarded Video advertising, AGN was able to encourage engagement in premium game environments by exchanging in-game rewards for users attention, which is 100% opt-in on the user's end.
- The mobile gaming inventory, locations and demographic data that AGN was able to obtain and use for this campaign was crucial in ensuring that the target audience is engaged in a positive manner and connected with the ad' leading to increased impressions and video completes.

RESULTS

With AGN's in-game rewarded video advertising, this large Canadian retail chain enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness across Canada.

90.30% vs 80%

VCR vs Benchmark

1,641,470

Impressions

1,482,412

Video Completes