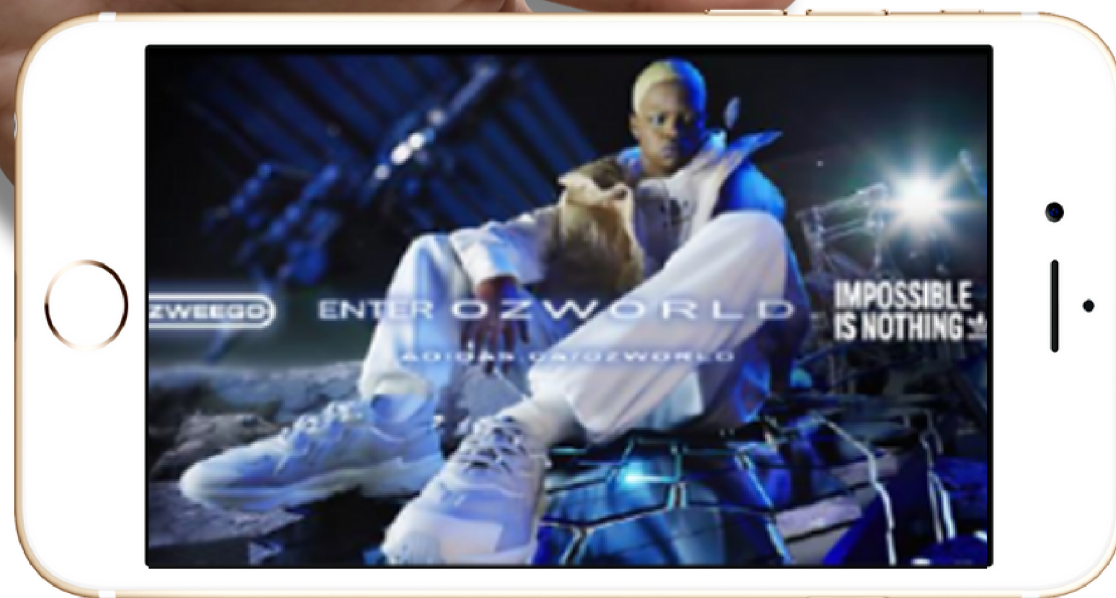


PRODUCT AWARENESS FOR ONE OF WORLD'S LARGEST SPORTS SHOES AND APPAREL RETAILER



Here's how AGN helped one of the world's largest sports apparel and shoe manufacturing brand engage audiences and achieve amazing results with In-Game Advertising solutions.

The brand had a new shoe product that was being launched and wanted to reach the right target audiences and saw value in reaching out to gamers majority of them fell in the age group of 15-34 years old.



STRATEGY

- AGN was able to target mobile gamers in the desired 15-34 years old demographic with rewarded video and console video ads in Quebec in French and similarly in English across the rest of Canada, serving them a targeted ad at the right time resulting in impressive performance.
- The Rewarded Video Ads were able to encourage engagement in premium gaming environments by exchanging in-game rewards for users attention, which is 100% opt-in on the user's ends.
- With Console Video ads, which are similar to rewarded video ads on mobile, the brand decided to target games RON thereby using AGN's premium inventory of particular publishers.

RESULTS

The campaign reached the desired audiences precisely leading to high ROI and ROAS. The performance of ads being higher than the benchmark also boosted the results further.

140,091
Video Completes

96% vs 90%
VCR vs Benchmark

2.13%
CTR