

BUILDING PRODUCT AWARENESS FOR A SMARTPHONE



AGN worked alongside a prominent Canadian Telecoms and Mobility company to raise awareness for an upcoming release of a new phone series.

AGN was able to target mobile gamers in the specified location (Quebec) with rewarded video ads who fit the target demographic (age 25-40) serving them a targeted ad at the right time resulting in higher performance than the industry benchmark



STRATEGY

- AGN reached the target audience desired by the brand by placing Rewarded Video Ads on premium gaming genres.
- Genres included major games of Soccer, Football, Basketball, Racing, Simulations, etc.
- Gamers were provided rewards in exchange for their attention across premium game titles during the busy back to school season, resulting in positive brand experience while driving engagement.

RESULTS

This campaign achieved impressive In-Game performance in Quebec with tactics helping performance exceed the industry CTR benchmarks.

