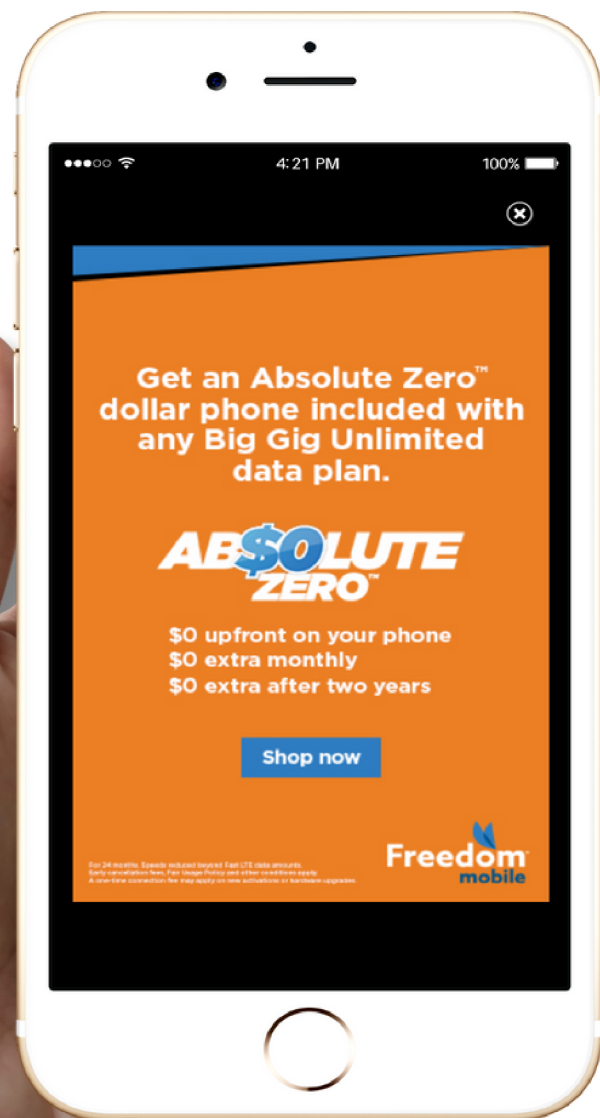


ENGAGING BACK TO SCHOOL SHOPPERS FOR A TELECOM BRAND



AGN strategically reached and engaged back to school shoppers during critical moments in the buyers journey with non-intrusive In-Game Video and Interstitial Ads.

Utilizing advanced targeting tactics across premium game inventory, and some of the world's biggest game titles, allowed for a robust engagement strategy that capitalized on high consumer traffic periods during the second busiest shopping season of the year across multiple provinces in Canada.



STRATEGY

- In-Game Rewarded Video: 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
- Location Targeting: Users were targeted across Freedom's regional markets (ON, BC, AB) in their favourite gaming environments.
- Other Tactics: Interstitials and Display Banners were also used within premium game titles across the targeted provinces

RESULTS

This campaign achieved impressive In-Game performance across multiple provinces and tactics exceeding the industry CTR benchmark of .46% and the industry benchmark for VCR of 80%.

3.2 Million+
Impressions Delivered

3.13% vs .46%
CTR (Display) vs benchmark

95% vs 80%
VCR vs benchmark