

CASE STUDY: FOOD & BEVERAGE

QSR Awareness Campaign targeting audiences that had been to fast food restaurants in the given market and sport/gaming content with digital video on multiple devices.

Included :15 & :30 Pre-roll video and streaming TV video spots

Local Quick Serve Restaurant (QSR) ran a video awareness campaign on standard pre-roll inventory and streaming TV content.

Campaign goal was to run 80% on streaming television (OTT/CTV) and 20% on standard pre-roll video. Targeting focus included pre-roll video to audiences that had been to a QSR in the past and sports/gaming content on OTT/CTV. Client wanted their video to reach users on all devices: mobile, tablet, desktop, gaming consoles and connected TV's.

Creatives: :15 & :30 pre-roll video (20%) and streaming TV spots (80%)

20%

Ran on Pre-
Roll Video

79%

Video
Completion
Rate

80%

Ran on
OTT/CTV