

# CASE STUDY: RECRUITMENT

Labor Union wanted to promote union job opportunities targeting male sports enthusiasts.

Included :30 Video ads.

Local labor union in Missouri wanted to promote union jobs and training.

Targeting tactics included contextually targeting male sports enthusiasts on live sports apps like MLB and private marketplace sports apps like ESPN. 100% of video spots ran on big screen, full episodic/live sports, on connected TV's.

Run Dates: 3 weeks in July

Impressions Delivered: 81,682

Completion rate: 96.21%

Creatives: :30 video ads

**100%**

Delivery to  
large screen  
TV's

**96.21%**

Video Completion

**81K**

Impressions  
over 3 weeks