



FANTASY TELEVISION SERIES

CASE STUDY

A Strategic In-Game Ad Campaign Solution for a Japanese brand of instant still cameras.

THE CLIENT

A Japanese multinational conglomerate recognized for operating in the realms of photography and for its instant still cameras and instant films brand.

OBJECTIVES

- Drive Awareness by targeting Gen-Z audience through gaming platforms and products in brand safe environments.

TARGET AUDIENCE

- 13 - 21 year old youngsters
- Across all AGN gaming inventory including premium gaming environments and single games.



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www.agnads.com



Toronto, Vancouver, Montreal

CAMPAIGN PERFORMANCE

Total Impressions: 2.7 Million

Viewability (VOOH): 83.19%

CTR (Rewarded Video): 3.61%

VCR (Rewarded Video): 96.27%

STRATEGY

- Placed a mix of Rewarded Video ad units across AGN gaming inventory targeting 13-21 year-olds in Canada, potentially reaching an approximate population of over 5 million gamers in the country.
- AGN additionally concentrated an effort on adding Virtual Out-Of-Home (VOOH) ad units via billboards in premium gaming environments to keep the brand and product on top-of-the-mind for all users.



Learn how AGN can achieve these results for your brand