

## Discover how one of the world's biggest toy manufacturers worked with APEX Gaming Network to successfully drive awareness on a national level using In-Game Rewarded Video advertising with geographical and age based targeting

### Client Background:

A globally recognized toy manufacturer with operations in Canada



### Challenge:

The future of advertising is in game, and it is no wonder more businesses are turning to new and exciting ways to engage consumers using emerging advertising technology. One of these companies was one of the world's biggest toy manufacturers who chose APEX Gaming Network to successfully create awareness for their new video game on a national level in Canada by taking advantage of In-Game Rewarded Video



## Strategy

- The goal was simple: Connect with the target demographic to raise awareness for the client across Canada to achieve awareness and high video completion.
- Leveraging AGN's rewarded video with premium gaming partners such as EA enabled this manufacturer to reward gamers for their attention by using a 100% opt-in form of advertising. The result was a positive and unique brand experience that the targeted gamers enjoyed.
- The campaign targeted young gamers across Canada using a curated game selection by partner that best served this demographic. Using AGN's exclusive partner network, the objective of gaining awareness and high video completion rates was attainable.

Once audiences were targeted, AGN was able to provide the client with the benefit of a positive user experience due to the opt-in nature of the ads in premium gaming environments with 100% SOV moments resulting in high VCRs, CTRs and completions.

# Campaign Performance

With AGN's in-game rewarded video advertising, this world renowned toy manufacturer enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness of it's new videogame across Canada

## Features of Rewarded Video

- **Tracked and Tagged Creative**
- **Free from Ad-Block Technology**
- **Target Mobile Users**
- **6-30 Second Video Ads**

### Media Type:

**15 / 30 Second Video**

**Overall VCR: 96.27%**

**Overall CTR: 2.52%**

**Video Completes Delivered: 405,107**



**Ready to turn Engagement into  
Brand Awareness and Actionable Insights?**

**Learn how APEX Gaming Network  
can achieve these results for your brand**

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