

## Discover how a large Canadian retail chain worked with APEX Gaming Network to successfully execute a brand awareness campaign to encourage visibility and recognition across Canada using In-Game Rewarded Video

### Client Background:

A retail department store chain operating across Canada



### Challenge:

This nationwide retail chain chose APEX Gaming Network to promote brand awareness across Canada, with a focus on women aged 25-54 by taking advantage of the powerful impact of Rewarded Video Ads



## Strategy

- The goal was simple: Connect with the desired 25-54yo women demographic through the use of value exchange in Rewarded Video Advertising in order to boost brand awareness among women for the client, promoting their cost-effective offerings.
- By using Rewarded Video Advertising, AGN was able to encourage engagement in premium game environments by exchanging in-game rewards for users attention, which is 100% opt-in on the user's end.
- On behalf of the client, AGN was able to focus the campaigns efforts on the target demographic nationwide, which represents a large portion of all gamers in the country, in brand safe and high impact game titles.
- The mobile gaming inventory, locations and demographic data that AGN was able to obtain and use for this campaign was crucial in ensuring that the target audience engaged in a positive manner and connected with the ad; leading to increased impressions and video completions.

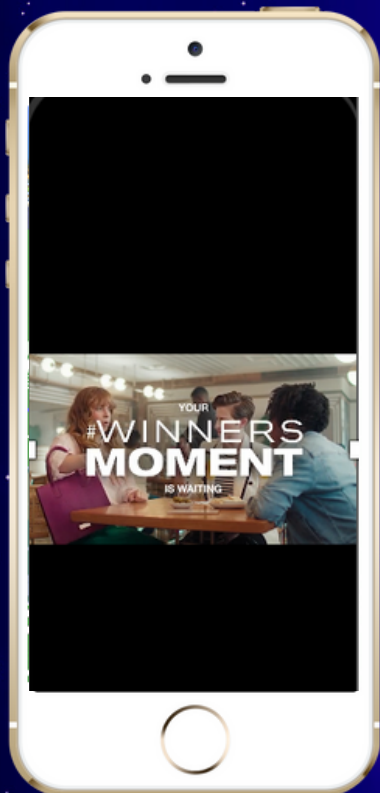
# Campaign Results

The campaign achieved exceptional performance metrics, engaging the intended audience while bringing the client's brand to top of mind before the busy holiday shopping season. The campaign delivered over 1.6-million impressions and successfully drove the desired brand awareness in the target audience

## Campaign Performance

### In-Game Rewarded Video:

Overall VCR:	90.30%
Video Completes:	1,482,412
Total Impressions:	1,641,470



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

[www.apexgamingnetwork.com](http://www.apexgamingnetwork.com)