

Brand: Under Armour

Sector: Retail

Digital Budget: Rather not say

Primary Objective: Awareness, Sales

Formats Used: Video, Connected TV

Background and Overview:

SpotX teamed up with Digitas to track audience profiles and incremental user reach across Connected TV (CTV) for Under Armour. Under Armour tasked Digitas and SpotX with promoting new workout products by tapping into the power of CTV advertising. The campaign delivery was executed in the build up to a world heavyweight boxing match streamed around the world.

What was the role of digital within the media mix?

SpotX created a bespoke curated marketplace, allowing the brand to access multiple premium CTV publishers through one access point. SpotX applied Audience Project analytics across the campaign to gain useful audience insights. Reporting showed the audience profile skewed towards older men with approximately 2-3 people in the household.

What results did you attain? What was the biggest achievement?

SpotX produced a MetriX report that showed the incremental user reach of the campaign. This was achieved through SpotX's unique partnerships with Audience Project and TechEdge.

MetriX reporting compared reach figures of Under Armour's linear television activity with SpotX CTV activity by merging BARB data and Audience Project data within TechEdge AXMs module.

The results of the MetriX report showed that from 1.4 million SpotX CTV impressions delivered, 104,000 incremental in-target households were reached. Additionally 32% of total users reached were digital only viewers, who would be unreachable across linear TV.

What's the killer headline?

Under Armour and Digitas acknowledge the value and importance of CTV in the current marketing climate.

