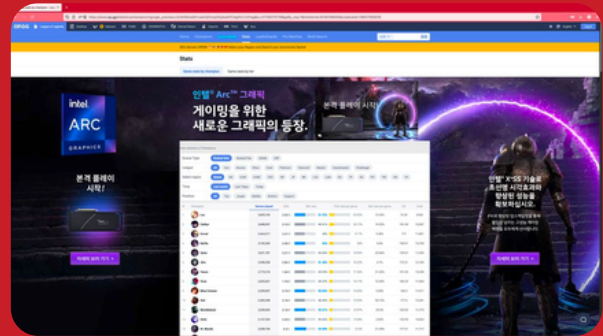


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## CASE STUDY

### INTEL: ARC - KOREA

To promote their new range of discrete graphics cards, Intel partnered with Venatus in Korea to raise awareness amongst core gaming audiences.



## AT A GLANCE

**South Korea**  
**18-34 year-olds**

Custom Premium Takeovers ran across premium sites popular with gaming enthusiasts most likely to purchase Intel graphics cards.



## CHALLENGES

As a newcomer to an established market dominated by strong competition, Intel required a captivating campaign which would capture the attention of gaming enthusiasts across South Korea. Intel aimed to target enthusiast gamers aged between 18-34 across South Korea for their campaign.

## SOLUTIONS

With a 15s video asset available from Intel, the campaign required an ad-format supporting embedded video and also offer a call-to-action linking to Intel's website. Therefore a Premium Takeover was selected, which surrounds the main content of a webpage and features an embedded video player at the top of the placement.

The creative featured the original video ad placed at the top of the takeover, with a call-to-action linking to Intel's website accessible across the takeover.

Korean language websites most popular with enthusiast gamers were chosen, such as op.gg, fow.kr and dak.gg. With the widespread popularity of League of Legends across South Korea, these were a great way to target PC gamers

## RESULTS

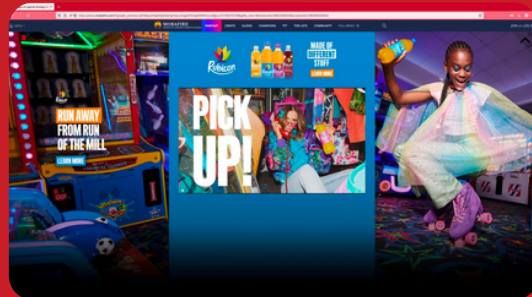
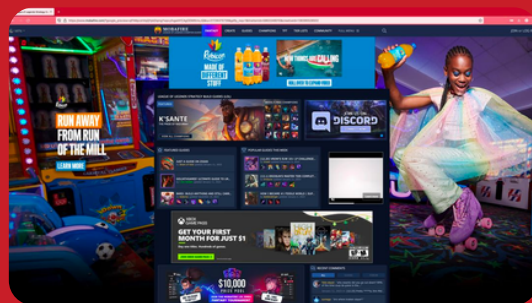
The campaign exceeded industry benchmarks and resonated with PC gamers across South Korea, achieving a CTR of 5.98%, raising awareness of Intel's Arc discrete graphics cards amongst those most likely to be in the market to purchase one.

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## CASE STUDY

### RUBICON: MADE OF DIFFERENT STUFF

As part of their 'Made of Different Stuff' campaign, global drinks brand Rubicon enlisted Venatus through media agency The 7 Stars, to drive awareness of their exotic soft drinks amongst gaming and entertainment fans.



## AT A GLANCE

UK  
18-34 year-olds

Premium Expandable Takeovers ran across premium sites popular with gaming enthusiasts most likely to purchase Rubicon products.



## CHALLENGES

To raise awareness of their exotic soft drinks range, Rubicon sought to engage with UK based gaming and entertainment fans in an eye-catching and engaging way. Armed with both a 15s and 30s video creative, Rubicon needed to repurpose the creative they had in a new and creative way.

## SOLUTIONS

In order to target gaming and entertainment audiences contextually, Venatus built a sitelist with our top sites aligning with these audiences, including futbin.com, op.gg and raider.io.

Venatus' in-house creative team, they repurposed these into a Premium Expandable Takeover (PET), by combining static images with the original video creative to form an interactive rich media placement, expanding when users hovered their mouse over the ad.

## RESULTS

The eye-catching Rubicon Premium Expandable Takeover smashed benchmarks with a click-through rate (CTR) of 4.34% and achieved fantastic view-through engagements yielding a VTR of 72.5%.

"It was a seamless experience working with Venatus from start to finish. From creative to ad-ops, they helped us deliver a brilliant rich media display campaign that performed well over the industries benchmark. Our clients were thrilled with the results, and we will be looking to build on the success of the campaign and work with them again across future activations."

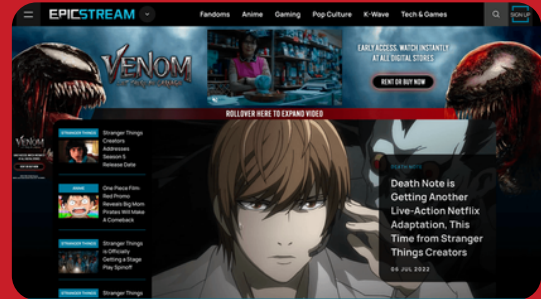
Sam Wallis, Account Director | the7stars

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## CASE STUDY

### UNIVERSAL SONY PICTURES HOME ENTERTAINMENT

A hugely creative campaign utilising the best of Venatus' creative expertise to excite and engage movie lovers across our gaming portfolio.



## AT A GLANCE

**Australia**  
**18+**

Premium Expandable & Microstitial Takeovers featured the new movie trailer with a MRAID Minigame encouraged engagement.



## CHALLENGES

As *Venom: Let There Be Carnage* is rated mature in Australian markets, UNISPHE sought audiences aged between 18-34, who were also Marvel, comic or movie fans. With Nielsen data showing Venatus' audiences are twice as likely to be movie renters, digital or DVD purchasers, the campaign could easily reach its target.

## SOLUTIONS

UNISPHE aimed to get their audience on a 'comic combat', driving traffic to their site and encouraging conversions. As engagement was key to the campaign, both premium expandable and microstitial takeovers were chosen for their typically high click-through-rate (CTR) benchmarks, alongside a mobile minigame (MRAID) to encourage involvement and target audiences on the go.

The premium-expandable and microstitial takeovers both featured the movie trailer, with users able to hover over the video to expand the trailer and enable sound, or click through to either rent or purchase the movie. The MRAID featured a minigame which saw users taking control of a cartoon Venom to collect movie snacks and avoid being caught by Carnage. After completing the game, users were invited to watch the trailer and click-through to rent or buy the film.

## RESULTS

Both the Premium Expandable and Microstitial takeover formats exceeded benchmarks, achieving a CTR of 2.29% and 2.14% respectively, whilst the MRAID accomplished an engagement rate of 27%, with an average game play-time of 29 seconds.

"Venatus was a perfect alignment for the *Venom: Let there be Carnage* Home Entertainment release. Their bespoke creative turned our media into a battlefield encouraging users to take part in a comic combat and decide on their favourite anti-hero Venom vs Carnage!

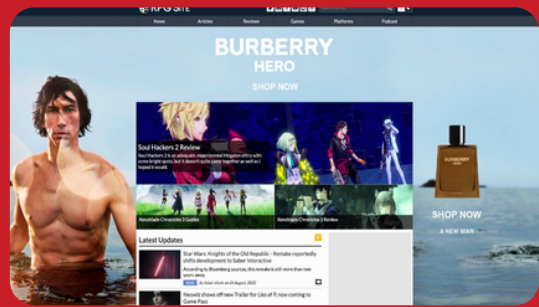
Campaign Manager, Universal Sony Pictures Home Entertainment

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## CASE STUDY

### BURBERRY: HERO

To announce the launch of their new 'Hero' Eau de Parfum, Burberry partnered with Venatus Australia to raise awareness amongst gaming and entertainment audiences.



## AT A GLANCE

**Australia**  
**20-45 Males**

Premium Takeovers and display & reward-video formats incorporated Burberry's video creative to drive awareness and engagement.

**BURBERRY**

## CHALLENGES

Burberry desired a bold and disruptive campaign, which would leverage their strong brand image to raise awareness across untapped consumer white spaces. To reach audiences outside of their traditional customer base, Burberry sought engaged gaming and entertainment audiences who may not have previously considered the brand.

## SOLUTIONS

To reach a broad range of gaming and entertainment fans, Standard Takeover and retargeting display placements were chosen to target both desktop and mobile users. With Burberry providing a 15s video creative, our In-Game Rewarded Video placement was selected to target gamers across Xbox, PlayStation and PC.

The Burberry Hero campaign was featured across fan favourite gaming and entertainment websites, such as gfinityesports.com, rpgsite.net and epicstream.com, as well as popular console titles such as Paladins and SMITE.

## RESULTS

The campaign resonated with gaming and entertainment audiences across Australia, helping Burberry reach a new audience outside of their typical customer base. With a click-through rate of 2.4% for the Standard Takeover and a view-through rate of 96.5% for the In-Game Rewarded Video placement, the campaign exceeded industry benchmarks.

"The Venatus team were incredible to work with from start to post campaign. They had ensured that the brief was met and helped set up the campaign with ease. Overall, our results exceeded planned KPIs and we are looking forward to continuing to work with Venatus for future campaigns."

Business Manager, Havas Media