

Global skincare brand achieves high engagement and targeted reach with myTV SUPER

CASE STUDY

Client
Cadreon

Method
Connected TV



DISCOVERING INNOVATIVE WAYS TO REACH NEW PROSPECTS OUTSIDE BROADCAST TV

Connected TV is well known for its historically high viewer engagement and completion rates. So it made sense that a global skincare brand wanted to explore the fast-growing channel when looking to boost brand awareness and maximize reach across channels in Hong Kong.

Working with its agency, Cadreon, the brand tapped into inventory on myTV SUPER — Hong Kong's only local television content provider — to manage its campaigns across a variety of devices for maximized, controlled reach.

PUTTING CONNECTED TV'S POWER TO THE TEST

Cadreon ran two private marketplace deal types — one that served ads across Connected TV, PC, tablet, and mobile ("all devices") and one that served ads only on Connected TV through the myTV SUPER set-top box. In Hong Kong, myTV SUPER OTT boxes are already in one out of every three houses, making it the best choice for reaching TV viewers on connected devices. And as the provider's only demand-side partner, The Trade Desk gives advertisers exclusive access to that inventory.

CONNECTED TV COMES OUT ON TOP

In under four weeks, the campaign had generated over 820,000 completed views, at a completion rate of 97.9% for the "all devices" campaign and 98.7% for Connected TV only. Both deal types also delivered more efficiently than a leading digital video platform, with 33% and 62% lower cost per completed view (CPCV), respectively.

RESULTS

97.9%

completion rate for the "all devices" campaign

98.7%

completion rate on the Connected TV-only campaign

62%

more efficient cost per completed view on Connected TV than through another leading digital video platform