



**SPECTRUM**  
MEDIA SERVICES

# ENTERTAINMENT CASE STUDIES

- Anime Movie
- Comedy TV Series
- Fitness Competition Reality TV Show
- Live Entertainment Venue
- Video Game & E3

# ANIME MOVIE CASE STUDY

## DRIVING CTR, VCR, & IN-THEATER TRAFFIC FOR ANIME MOVIE PREMIER



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### OBJECTIVE

Major entertainment company wanted to drive CTR, VCR, and in-theater traffic for its anime movie premier.

### STRATEGY

- 1) Created custom Content Targets™ that included: buzz around the anime movie, anime fans, moviegoer enthusiasts, TV & streaming services, gaming, and fans of relevant sports.
- 2) Delivered display and video ads across mobile web and mobile apps.
- 3) Geo-targeted using zip codes to achieve a 10-mile radius around theaters premiering the movie.
- 4) Shared mobile IDs with the client so that they could, using their geo-fencing technology, map those IDs to users who attended theaters showing the anime movie.

### RESULTS

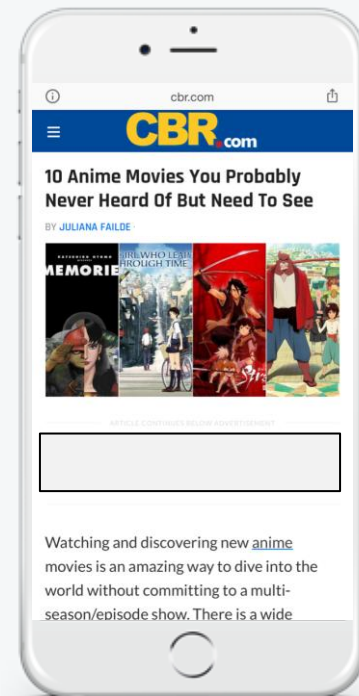
Spectrum achieved a successful campaign by delivering a large budget over several short flights as the movie release date approached. Our average click through rate was 0.32%, exceeding the client's CTR benchmark of 0.25% by 28%. Our average pre-roll video completion rate was 75%, exceeding the client's 70% VCR benchmark by 7%. Spectrum's viewability was also north of 70%, achieving the client's viewability goal of 70%. The custom segments we developed around consumers who were interested in anime content performed best throughout the flights.

**0.32%**  
AVERAGE  
CTR  
DELIVERED

**28%**  
EXCEEDED  
CTR  
BENCHMARK

**75%**  
AVERAGE  
VCR  
DELIVERED

**7%**  
EXCEEDED  
VCR  
BENCHMARK



# COMEDY TV SERIES CASE STUDY

## DRIVING TV TUNE-IN THROUGH IDEAL PAGES & SITES



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### OBJECTIVE

A television network sought to promote their summer comedy series to a younger male audience.

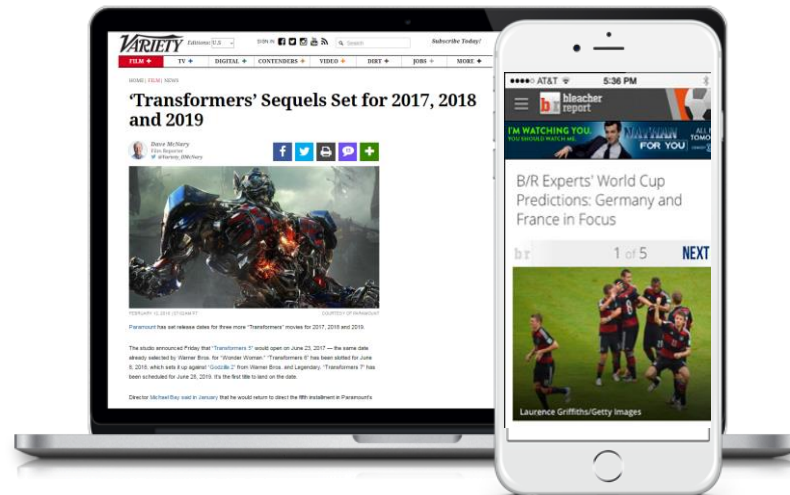
### STRATEGY

Beginning with relevant articles, we used our proprietary discovery platform to find ideal pages and sites to connect with people likely to tune-in to comedy television.

We created custom Content Targets™ around the World Cup, Comic-Con, MLB All-Star Game, NBA Draft, Transformers, and summer music festivals. Our team learned which content resonated best with likely viewers and placed the show's message in relevant environments.

### RESULTS

Delivered a successful campaign by optimizing towards top-performing content and rotating banner messaging throughout the flight to align with current events. Achieved an overall CTR of 0.47% and drove up to 1.76% CTR on mobile apps that resonated best with a male audience.



**0.47%**  
CTR DELIVERED  
ON DESKTOP, MOBILE WEB  
& APPS

**1.76%**  
CTR DELIVERED  
ON MOBILE APPS RELEVANT  
TO THE WORLD CUP

# FITNESS COMPETITION REALITY TV SHOW CASE STUDY BOOSTING AWARENESS FOR NEW NETWORK TV SHOW BY REACHING IDEAL VIEWERS



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## OBJECTIVE

A major television network wanted to promote awareness of their new fitness competition reality show.

## STRATEGY

Starting with ideal articles, our proprietary platform found additional pages & sites to reach people likely to tune-in to reality TV and shows about health/fitness transformations.

Our strategy team created custom Content Targets™ that included: (1) "Celebrity Fitness Fans" (2) "Fitness & Competition Shows" (3) "Weight Loss Programs" (4) "Strength Training" and (5) "TV Guides." Throughout the campaign, we learned which content resonated best with likely viewers.

## RESULTS

Through our rapid test-and-learn approach, we found that people reading TV guide content drove a 0.5% CTR; 5X higher than content about the network's competing weight-loss reality show. We exceeded client expectations by achieving 75% viewability, 77% VCR, and 0.29% CTR.

0.50% CTR  
DELIVERED  
ON "TV  
GUIDES"

92% VCR  
DELIVERED ON  
"STRENGTH  
TRAINING"

75%  
VIEWABILITY  
SPECTRUM  
ACHIEVED

77%  
AVERAGE  
VCR  
DELIVERED

0.29%  
AVERAGE  
CTR  
DELIVERED

# LIVE ENTERTAINMENT VENUE CASE STUDY DRIVING AWARENESS OF LOCAL LIVE ENTERTAINMENT THROUGH RELEVANT CONTENT



## OBJECTIVE

New York City entertainment venue wanted to drive ticket sales and tune-in for their live events.

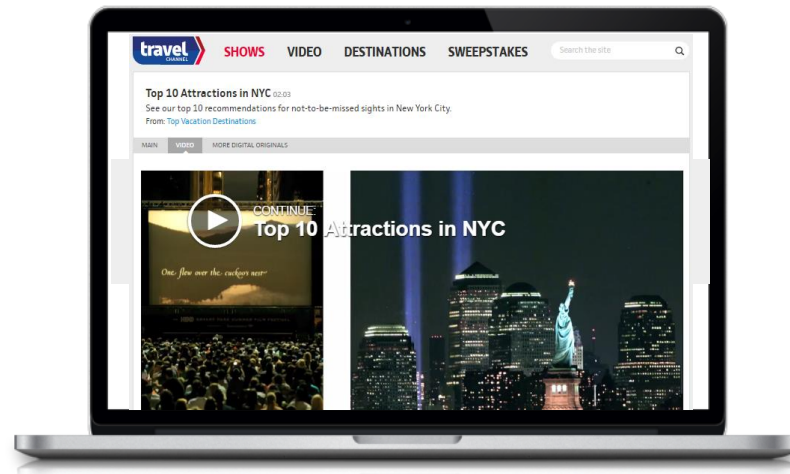
## STRATEGY

Utilizing our proprietary platform, we started with relevant articles to find additional pages, sites, and videos to engage with people looking for entertainment and live shows in New York.

We developed custom Content Targets™ around New York City entertainment, Broadway shows, classical music, and acrobatic performances; matching the venue's message with consumers seeking NYC entertainment options at the right moment.

## RESULTS

Achieved success through relevant content and audiences; exceeding video completion rate benchmarks for multiple campaigns.



**70%**  
VCR  
BENCHMARK

**77%**  
VCR  
DELIVERED

**10%**  
EXCEEDED  
BENCHMARK

# VIDEO GAME & E3 CASE STUDY ALIGNING WITH REAL-TIME EVENTS & RELEVANT CONTENT TO DRIVE ENGAGEMENT



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## OBJECTIVE

Major video game developer wanted to build awareness and generate excitement around an action/adventure game that was debuting at the Electronic Entertainment Expo (E3).

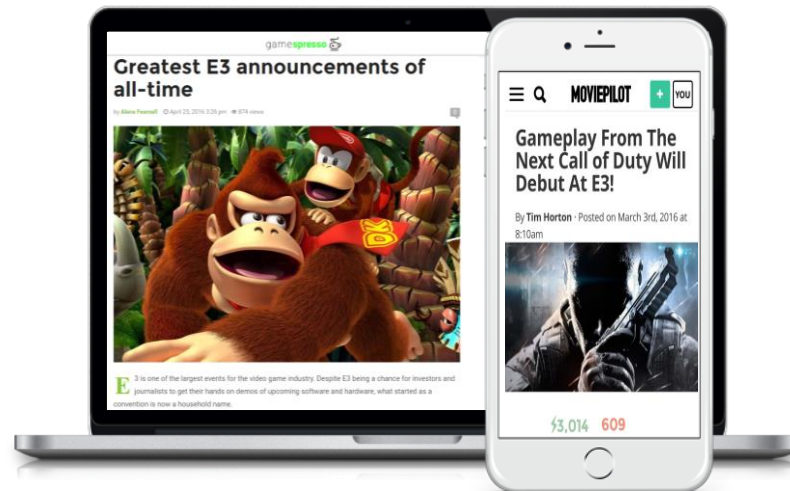
## STRATEGY

Starting with ideal pages, we used our proprietary platform to find gamers reading about E3 where they'd be receptive to an ad for a new action/adventure video game.

We built custom Content Targets™ to pinpoint content and audiences that aligned with the Electronic Entertainment Expo; engaging video game enthusiasts with the brand's message in relevant environments.

## RESULTS

Delivered a successful campaign by achieving 0.24% CTR across desktop and mobile display and 0.48% CTR within gaming apps. We also discovered enormous scale, matching more than 20 million impressions on relevant content during the one-month flight.



**0.24%**  
CTR DELIVERED  
ON DESKTOP & MOBILE

**0.48%**  
CTR DELIVERED  
WITHIN GAMING APPS