



OBJECTIVE

Through a multiplatform campaign delivered in Romania, the Sony Playstation team wanted to build brand awareness and generate clicks for the PlayStation Pro and selected game titles.

HOW

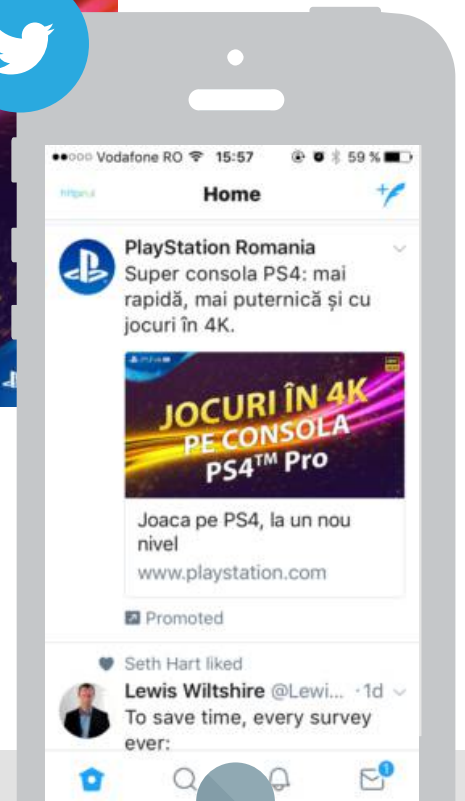
We executed a cross channel campaign that combined awareness with clicks KPIs on three global platforms with very different types of content and ad formats: WeTransfer, Twitter, and two children-oriented TV Stations - Disney & Cartoon Network.

PLATFORM:
Multiplatform
(Programmatic
& Facebook)



STATIC
WALLPAPER

WEBSITE
CARD





DESKTOP & MOBILE
BANNERS



RESULTS



0,76%

AVERAGE CTR

(above platform's average of 0,70%)



0,47%

AVERAGE CTR

(the highest CTR on an AWP website card campaign)



0,55%

AVERAGE CTR

(on the websites of the TV Stations targeted)



KEY SUCCESS FACTORS

The key success factors for this campaign was the combination of different ad formats that ensure the reach of the client's core target audience: consumers between 13-35 years of age. It also generated a correct positive buzz around the brand and an impactful reaction from the audience. We created:

- Takeover on WeTransfer
- AWP website card on Twitter
- Leaderboard & standard banners on Cartoon Network
- Mobile banners on Disney

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