

Campaign:

Independent TV distributor Parade Media were looking for ways to engage Gen Z and Millennial audiences that rarely watch traditional linear TV. This forced them to be much more creative in pursuit of this incredibly influential customer demographic.

Games provide advertisers with a direct line into the lives of Gen Z and Millennials, putting brands in front of consumers when they are at their most engaged and amenable. Recognizing this opportunity to build out their existing marketing strategy, Parade Media engaged with AdInMo in 2018 and set to work taking advantage of AdInMo's unique advertising channel.

Across all markets and games, AdInMo ads were found to achieve a recall rate 4x better than traditional interstitials among our players. Those metrics, coupled with AdInMo's targeting functionality, convinced Parade Media of the worth of adding AdInMo to their marketing mix.

After a successful first iteration, AdInMo are very pleased continue advertising Parade Media's programmes in a host of games going forward.

