

Equativ drives brand perception uplift for dentsu’s clients through CTV



Context

Over the past 1½ years, **dentsu partnered with Equativ** to drive successful Connected TV (CTV) advertising campaigns **for their clients** across multiple industries, including FMCG and Fashion.

dentsu

Objectives

01

Maximise performance: Ensuring high VTR across premium media.

02

Reach relevant audiences: Target the right users across **multiple** markets.

03

Ensure Brand Safety: Run ads on premium CTV channels that align with the brand’s identity.

04

Operational Efficiency: Simplify processes for faster go-live and optimisation.

Results

+8%

uplift in brand perception –**double the average**– for the exposed audience.

98%+

The campaigns maintained a view-through rate above 98%.

Operational Efficiency:

Equativ’s team provided Deal IDs usable across **multiple** DSPs, including The Trade Desk (TTD) and DV360.

Exclusive CTV Delivery:

dentsu’s message reached audiences in a premium living room setting, enhancing engagement and ad recall.


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“Equativ has empowered us to consistently achieve outstanding results for our clients’ CTV campaigns. By leveraging their premium inventory and providing exceptional support throughout the entire campaign lifecycle, together we have been able to deliver top-tier performance and client satisfaction.”


-Katryna Cosstick, Senior Media Partnerships Manager, Global Addressable Media, dentsu


Solution


Targeted premium CTV publishers across Europe:


 Samsung TV Plus


 LG Channels

 Rakuten TV

 plex

 TCL

 FILMZIE

 Lifetime

All deals leveraged advanced CTV targeting for optimal relevance:

Interests

Demographics

Languages

Content metadata

Contextual