

When Weather Meets Media: Summer Reach for Bestway

5.4M Impressions

across Bouygues Telecom,
CTV & OLV

86.4% VTR

between OLV and CTV;
+11.3 pts above benchmark

0.6% CTR

0.5%–1.5% is the upper range
of CTR for OLV in-stream ads

- **Product:** Equativ Weather Overlay, Creative Enhancements, and DCO
- **Audience:** Upper-middle-class adults, primarily families, reached via Bouygues Telecom first-party data and contextual targeting
- **Campaign Goals:** Maximize summer reach, serve ads when sunny days and high temperatures created a natural context for pool & spa products, and reinforce product interest through dynamic video
- **Region:** Metropolitan France, with 94 out of 96 metropolitan departments reached through geo-specific targeting and Bouygues Telecom inventory

> Context

Bestway, an inflatable outdoor and leisure product manufacturer, wanted to build interest in its pool & spa ranges during the peak summer season. Working with agency Metrixx, the campaign aligned its messaging with sunny, high-temperature days, when outdoor leisure products were naturally more relevant, while using premium CTV and OLV environments to maximize reach.

> Solution

Dynamic Creative: in partnership with Metrixx, Equativ used the Weather Overlay ad enhancement to enrich Bestway's video assets across CTV and OLV. DCO added a dynamic layer to the existing pool & spa creative, while placements included M6+, Bouygues Telecom's Bbox, and premium publishers such as Le Monde, Le Figaro, Ouest-France, 20 Minutes, Le Journal des Femmes, and Gala.

Right-Season Activation: Local weather conditions determined when the campaign was activated, so Bestway's ads appeared when sunny weather and high temperatures naturally made pool & spa products relevant. The Weather Overlay reinforced that seasonal connection, helping turn the right moment into audience interest.

Audience Fit: Bouygues Telecom first-party data focused delivery on upper-middle-class adults, primarily families. This audience aligned naturally with Bestway's outdoor leisure offering and supported broad coverage across France.

Reach and Engagement: The campaign generated 5.4M impressions—2.8M on Bouygues Telecom and 2.6M across CTV and Instream. Bouygues Telecom reached 1M unique users, while overall performance included an 86.4% VTR and a 0.6% CTR.