

Katz Digital's UNITED drives Brand Lift for a major OTT Platform

Client Objective:

An Over-The-Top Platform wanted to create brand lift from its growing African-American audience.

How Katz Digital met that objective:

We utilized the unique scale and targeting capabilities of United, the largest African-American Audio network.

Katz partnered with Veritonic, to create an attribution study that measured the lift of awareness, favorability, intent and ad creativity impact to determine resonance.

 VERITONIC

The Result:

Exceptional campaign performance, with solid gains in lift as well as a high resonance of the message's copy points.

This campaign reported a 17% lift of Awareness among African-Americans, a 57% lift in Favorability and a 35% lift in Intent to use.

