EQUATIV | Euridis Business School

CASE STUDY



Euridis Business School stands out with a VTR of 93.44%

93.44% VTR
on M6, DAZN, Qwest TV, Samsung Ads, and others

+3.44%
compared to client objective

~100%
impressions delivered within schedule

- **Product:** Equativ Guaranteed Auction Packages (GAP) and premium CTV inventory across M6, DAZN, Qwest TV, Samsung Ads, and others
- **Audience:** 18–26-year-old prospective students in Paris, Lyon, and Aix-en-Provence
- **Campaign Goals:** Increase visibility, reach Gen Z audiences, and stand out in a competitive student recruitment market
- **Region:** Paris, Lyon, and Aix-en-Provence, France

Context

Euridis Business School needed to stand out in a crowded student market and reach 18–26-year-olds across three priority cities. As heavy CTV consumers who watch an average of 5 hours and 21 minutes of video daily, Gen Z audiences represented a strong opportunity for the school to build visibility through premium publisher and platform environments.

Solution

Premium CTV Environments:
Origine by Orixa used Equativ's Guaranteed Auction Packages to secure premium CTV inventory across M6, DAZN, Qwest TV, and Samsung Ads. The campaign reached Gen Z audiences through CTV apps and FAST TV channels where they spend significant time watching video.

Audience Precision:
The strategy focused on reaching 18–26-year-old prospective students through premium CTV environments aligned with Gen Z viewing habits. This kept the media approach centered on the audience Euridis Business School wanted to influence.

Contextual Categories:
Content metadata targeting aligned delivery with relevant viewing contexts, including Entertainment, Movies & Drama, and Films. This helped place the campaign alongside premium, contextually appropriate content.

Reliable Campaign Delivery:
The campaign maintained reliable delivery throughout its scheduled flight, with approximately 100% of impressions served within the planned time frame. This helped Euridis Business School sustain coverage from launch through completion.