

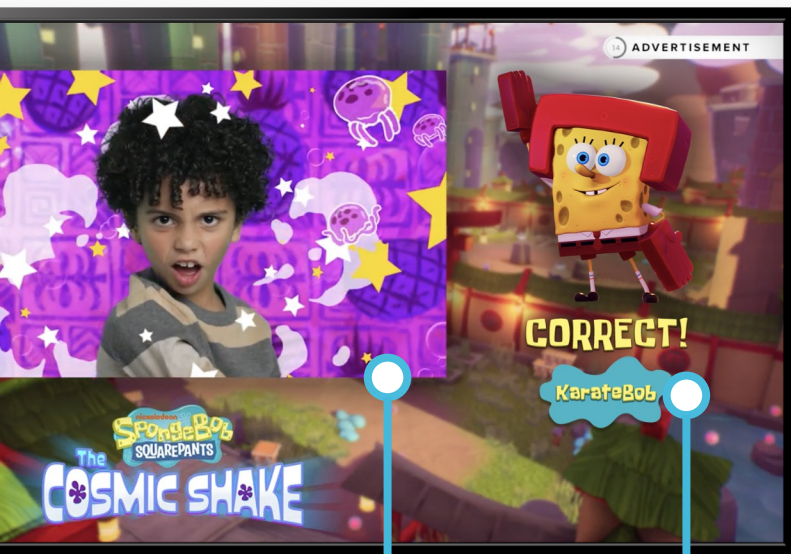
Paramount and THQ Nordic Deliver Unparalleled Engagement With Interactive CTV

13x

Higher Engagement Than
Innovid Benchmarks

Goal

THQ Nordic partnered with Paramount to drive awareness and sales for the newly released game, *SpongeBob SquarePants: The Cosmic Shake*. The campaign's goal was to strategically leverage the influential reach of Paramount's EyeQ Kids & Family content bundle to effectively engage the target audience with videos that promoted the game through game footage previews and kid's testimonials.



Testimonials from kids
to build interest

Different costumes to
emulate the game's options

Strategy

Innovid recommended an Interactive Canvas to surround THQ Nordic's video assets and deepen the connection with the highly-engaged Paramount audience. The playful ad experience was designed to entertain and delight the target audience by giving viewers the option to guess which costume SpongeBob was wearing, mirroring a key feature of the game. Four versions of the interactive ad experience were created, showcasing different costumes, to provide viewers a unique experience each time.

Outcome

THQ Nordic captured the attention of viewers, creating a memorable ad experience and delivering unprecedented engagement among their target audience.

7.1%

Average Engagement Rate
Across All Versions

98.5%

Of Interactions Came From
Survey Engagement

13x

Higher Engagement Than
Innovid Benchmarks

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We worked closely with the Paramount team to find the right technology and the perfect format to bring gamified ads to SpongeBob viewers. We wanted the ads to be a strong combination of fun, promotional, and informative. Our existing video and in-game assets were supplemented with interactive branded content to create a high engagement piece that mirrored parts of the in-game experience.

Lillian Salvadori | Marketing Manager, THQ Nordic

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Recommendations

- ✓ Build on what's working with the Interactive Canvas by creating complementary video and display experiences that work across all digital video channels.
- ✓ Consider leveraging DCO to create different variations of creative while making it easier to manage scale more efficiently and save on production time and costs.
- ✓ Drive more downloads of the game by providing viewers a prominent QR code in the ad experience that can directly send them to the site.