

# CT Lottery Uses Interactive CTV to Boost Awareness and Drive Conversions to Site



**.08%**

QR Code Scan Click Rate  
(Beating the average **by 4x!**)

## GOAL

CT Lottery approached Innovid with the goal of increasing awareness and promoting their game, KENO. They already had a successful pre-roll campaign underway but wanted to see how they could complement those videos by driving people to their mobile site to learn more.

## STRATEGY

Innovid's creative team built and executed a canvas unit to accompany CT Lottery's existing video assets. For boosting awareness, KENO specific assets surrounded the video experience. To drive conversions for further learning, a QR code was included that linked to game information on their site.



### QR Code

Large and prominently displayed for direct action

### Branded Canvas

Persistent branding ensures your message gets across for the duration of your pre-roll video

## WHY IT WORKED

- ✓ Implementing a canvas unit allowed CT Lottery to fully capitalize on the size of CTV experiences.
- ✓ The use of a prominent QR code call-to-action simplified the viewer's path to learning more.
- ✓ Recall and awareness were made a priority through persistent branding and concise messaging.