



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

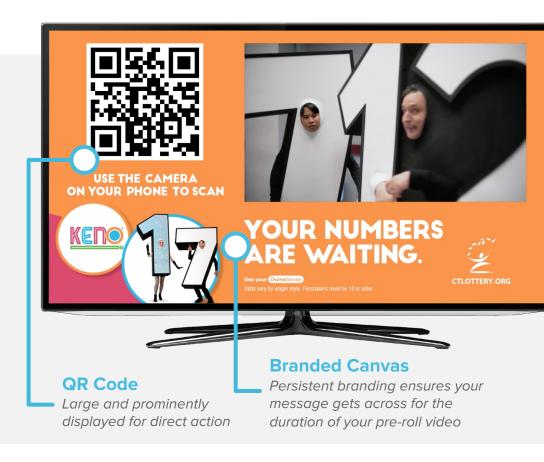


GOAL

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.



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.