Online Career Services

Case Study

How PlayerWON[™] Reached Elusive Younger Audiences to Get the Job Done for Monster

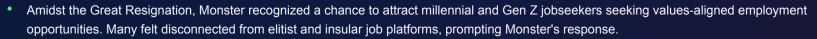
"The ad engagement seen via PlayerWON **exceeded YouTube by 8X** amongst the highly sought-after 18-34 audience. PlayerWON's in-game environments provided a unique opportunity for Monster.com to truly stand out and drive consumers to interact with its brand message."

- Shaun Farrar, Senior Director of Global Media, Monster

playerwon

'Linked-Out' Audiences Lean-In to Game Ads

Challenge



 Monster effectively reached A35+ through cross-channel TV campaigns, but encountered challenges in engaging A18-34 jobseekers due to their distinct media preferences and consumption habits.

Solution

Results



- Monster strategically targeted its marketing efforts on platforms such as YouTube and PlayerWON™, tapping into the vast audience of millennial and Gen Z gamers.
- Recognizing gaming as the top recreational activity for A18-34, PlayerWON's exclusive premium inventory across top 20 games perfectly
 aligned with Monster's campaign goals.
- Prioritizing brand awareness and interactive features, Monster's creative approach included dynamic QR codes crafted by Flowcode, driving engagement with Monster's Job Search, Salary Tool, and App Download pages.Z

- Monster's ads resonated with the engaged gaming audience, seamlessly integrated by PlayerWON to avoid disrupting gameplay, surpassing the engagement levels of YouTube.
- Despite YouTube delivering more impressions (2.96x) due to budget differences, the in-game ads featuring QR codes saw 2.7x more scans, boasting an impressive 8x better scan rate.
- Encouraged by PlayerWON's effectiveness in reaching younger demographics, Monster plans to extend its next campaign to target additional underserved audiences.

playerwon