

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



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



Challenge

- Amidst the Great Resignation, Monster recognized a chance to attract millennial and Gen Z jobseekers seeking values-aligned employment opportunities. Many felt disconnected from elitist and insular job platforms, prompting Monster's response.
- 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

- 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

Results

- 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.

