

TruEngage™ + Nevada Council on Tourism

A custom interactive pre-roll campaign that real customers see and love

Nevada Council on Tourism wanted to show off what Nevada had to offer

But unfortunately, most pre-roll ads are skipped with no benefit to the brand. NCOT teamed up with Are You a Human™ and boosted their campaign with TruEngage™, an interactive pre-roll enhancer that gets users to engage with the brand message.

Here's how it's done:



Users can skip the ad by interacting with the Nevada branded TruEngage™ game. The instructions are simple. Just drag the postcards into the mailbox.



An end screen appears to reinforce the brand engagement.

TruEngage™ got a record number of people focusing on Nevada

The campaign had a 19.65% engagement rate – a whopping 16x industry average¹. All of the engagements were served on 100% viewable inventory.

Plus, with free completed views, the campaign paid for itself!

For every engagement paid for, Nevada Council on Tourism received four free completed views. TruEngage™ delivered 1.6x the campaign spend in the form of added value.

100% of the engagement came from real, verified humans

TruEngage™ uses Are You a Human™'s technology to verify that every interaction, click, and completion is from a real human, meaning that all of our performance data came from actual people. This campaign wasted no money on bots, fraud, or accidental interactions.

And those humans were very impressed with the experience

Here are a few quotes from some of the users:

“It forces an individual to take notice of the ad...Genius.”

“It was nice to have the option to skip and I found the interactive skipping method rather entertaining.”

¹ http://www.innovid.com/about/news/recent_news/innovid-releases-the-first-interactive-video-benchmarks-report