



Premium World drives incredible results for auto manufacturing company

With the aim of driving awareness of their wet weather tyre range across Germany and France, this client partnered with Ozone to utilise our Premium World global campaign service.



3x

higher VTR vs.
French Outstream
benchmark



2.8x

higher VTR vs.
German Outstream
benchmark



76%

Viewability vs.
GroupM's 70%
benchmarks

