



Multi-market campaign drives brand awareness for sports brand

In Q1 2025, Ozone drove significant uplift in brand awareness and action intent for this client through a multi-market approach, targeting a style enthusiast audience at scale.



41%
higher VTR vs.
Video Wrap
benchmark



16.7%
Overall Brand
Uplift with lifts
for all metrics



2x
higher Standard
IAB CTR vs. the
benchmark

