

Brahma's story started in 1888 in Rio de Janeiro, where it grew to become Brazil's most popular beer, with a line-up of 500 brands that includes Budweiser, Bud Light, and Corona.

IN-VIEW
TIME

102% ABOVE
BENCHMARKS

27s
In-view time

86%
Viewability

91%
Fully on-screen rate

1,576h
Total Exposure Time

WORLD CUP THEMED 100% COOKIELESS
ADS SCORE BENCHMARK-BEATING
RESULTS IN BRAZIL

"Adlook was able to tap into the passion surrounding the world cup and score viewability for video above all benchmarks."

Danielle Latérza - Agência África
Head of Performance,
Adops and Adtech



THE FIFA WORLD CUP

is a global celebration of soccer. Fans around the world cheer their favorite teams on towards the coveted trophy, and eagerly seek football related content. This makes the world cup a perfect opportunity for **Consumer Brands** to make their presence felt, by tapping into the excitement and emotions around the classic competition.

To make the most of this moment, Brahma and Africa Agency decided to partner with Adlook. Using Deep Learning technology, Brahma stood out from the crowd of **brands and attracted fans' attention.**

Thanks to powerful football inspired creatives and precise targeting, Adlook seamlessly connected with customers and drove **outstanding engagement with a CTR of 1.14% and a viewability rate of 84%.**