

## HEINZ BRAZIL

Heinz is the most recognizable condiment producer on the planet, with a very strong interest in Sports and Gaming audiences looking for a snack to go with their entertainment.

DRIVING HIGH  
ATTENTION  
FROM IN-APPS  
USERS

90% VCR

84% Viewability

21s

In-view time

86%

Viewability

74%

Video Completion Rate

6,395h

Total Exposure Time

## ADLOOK HELPS CLIENT SCORE SOME BIG GOALS BEFORE THE FIFA WORLD CUP

"With Adlook we were able to serve the users across all the platforms and devices at once! Thanks to Deep Learning we easily exceeded our internal and market benchmarks."

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



Building on the global excitement for the **FIFA World Cup 2022**, the Client released a very playful and exciting ad, designed to achieve awards for the most creative project. Heinz cooperated with streamers to engage with those who love football. Adlook was thrilled to be chosen by **Africa Agency & Heinz as their sole Partner in Open Web!**

Engaging a gaming audience is not an easy task, but we met them on their home field by using accurate, **contextual in-app game placements** selected by Deep Learning technology allows us to reach each customer on their platform of choice with relevant messages.

By overcoming the typical pain points of in-app placements - viewability & VCR, we managed to secure the **most premium Football-related spots**, and smashed all local benchmarks.