Case study: food and beverage

STARHUB HOPPR



How a food delivery platform used TV to drive repeat orders, not just reach.

The platform partnered with StarHub Total TV, powered by Hoppr, to take its Order Anything, Go Anywhere campaign to two high-value audiences. Over eight weeks it combined promotional deals with a travel prize, opening with a 15-second hero ad and sustaining with 6-second bumpers, all through a programmatic guaranteed buy.

250k
completed views across 15-second and 6-second formats

8 weeks
of sustained brand visibility with sequenced creative

2
custom audiences: Young Families and Time-Poor Professionals

The brief

Rising competition, shifting habits, and customers who needed a reason to order again.

The brand

A leading food delivery and quick commerce platform, continuously looking for innovative ways to engage customers and drive repeat orders.

Their problem

With increasing competition and shifting consumer habits, the platform needed to cut through digital clutter and engage two key audience segments, Young Families and Time-Poor Professionals.

It wanted to reach them in moments of leisure and relaxation, where the message would resonate most.

Why StarHub Total TV

StarHub Total TV, powered by Hoppr, covers the home screen, live TV, catch-up, video on demand and streaming apps across 299,000 active devices and more than 925,000 addressable people. It is Singapore's only premium, scalable CTV inventory.

It let the platform reach these audiences with zero media wastage, delivering sequential messaging in premium, distraction-free environments that combined brand building with promotional urgency on the biggest screen in the home.

The Hoppr platform plans and reports every impression at household level and guarantees reach and frequency, so campaigns are bought against one deduplicated audience, not estimates.





Order Anything, Go Anywhere: deals of 50% off and $1, plus a travel prize with a leading travel experience brand.

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The approach

A hero ad to launch the deals, then bumpers to keep people ordering.

1

Launch with a hero

A 15-second ad built early excitement around the 50% off and $1 deals and the travel prize.

2

Sustain with bumpers

A series of 6-second ads kept the platform top of mind for the rest of the eight weeks.

3

Retarget in sequence

Programmatic guaranteed delivery gave the flexibility to follow exposed households with the next message.

Audience	Young Families, identified by family-oriented viewing and app engagement, and Time-Poor Professionals, defined by short-form viewing and utility-focused app use. Both were built on the Hoppr platform.
Creative	One 15-second hero ad and a series of 6-second bumpers, sequenced for early impact and sustained presence.
Buying model	Programmatic guaranteed through Magnite and Google DV360, ensuring guaranteed delivery with flexibility for sequential retargeting.
Placements	Power On to start the day with maximum visibility, and post-roll across Streaming Apps, Live & Catch-up TV and Video on Demand (VOD).



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Results

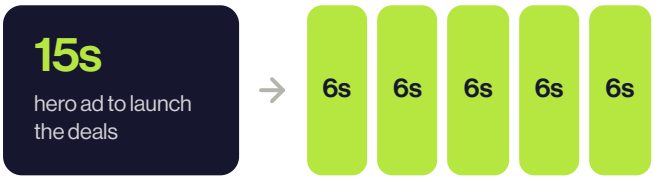
A quarter of a million completed views, and a platform kept front of mind for eight weeks.

250k
completed views across both 15-second and 6-second formats

8 weeks
of strong brand visibility across the full campaign period

2
high-value audiences reached with measurable engagement at key viewing moments

Sequenced creative



Short bumpers sustained presence after the hero ad built early excitement.

Campaign at a glance

Flight	Eight weeks
Audiences	Young Families and Time-Poor Professionals
Buying	Programmatic guaranteed
Partners	Magnite and Google DV360

Key learnings

1. **Power On and post-roll win attention.** Both were instrumental in capturing viewers in premium, distraction-free moments.
2. **Long and short creative work together.** The mix delivered both early excitement and sustained presence.
3. **Programmatic guaranteed balances control and scale.** With data-driven targeting on the Hoppr platform, it engaged high-value segments precisely and minimised wastage.

Reach your perfect audience at their peak engagement.

Put promotions in front of the households most likely to order again, with every exposure measured on the Hoppr platform.

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