Case study: sport and apparel

STARHUB HOPPR



How a global sports brand built Olympic sponsor presence at standard CPMs by following fans around the TV.

A global leader in sports apparel and footwear used StarHub Total TV, powered by Hoppr, to engage a first-of-its-kind audience of Olympic and sports fans. Fans were targeted as they left live Olympic coverage, then followed across the rest of their TV, so the brand's message, Winning isn't for Everyone, resonated before, during and after the 2024 Paris Olympics.

6
dedicated Olympic channels aggregated in StarHub's Sports UI

Daily
the fan audience grew as more viewers tuned into the Games

5
engagement moments across the fan's TV journey

The brief

Sports fans to reach, and a need for more than a standard sponsorship.

The brand

A global leader in sports apparel and footwear, with a key message for the 2024 Paris Olympics: Winning isn't for Everyone.

Their problem

The brand needed to reach and engage dedicated sports fans and Olympic viewers in a way that was more impactful than standard sponsorship activations.

Traditional TV and digital media couldn't guarantee audience engagement during the right moments of the viewing experience.

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 offered precision targeting to reach engaged Olympic fans at the right moments, extended reach beyond live Olympic content, and optimised frequency by dynamically retargeting engaged viewers.

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.





Paris 2024 on StarHub: six dedicated Olympic channels in one carousel on the Sports tab.

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The approach

Engage fans as they leave the Games, then stay with them across the TV.

1

An Olympic hub

Mediacorp's six Olympic channels were aggregated into a custom carousel, above the fold on StarHub's main Sports tab.

2

A live fan audience

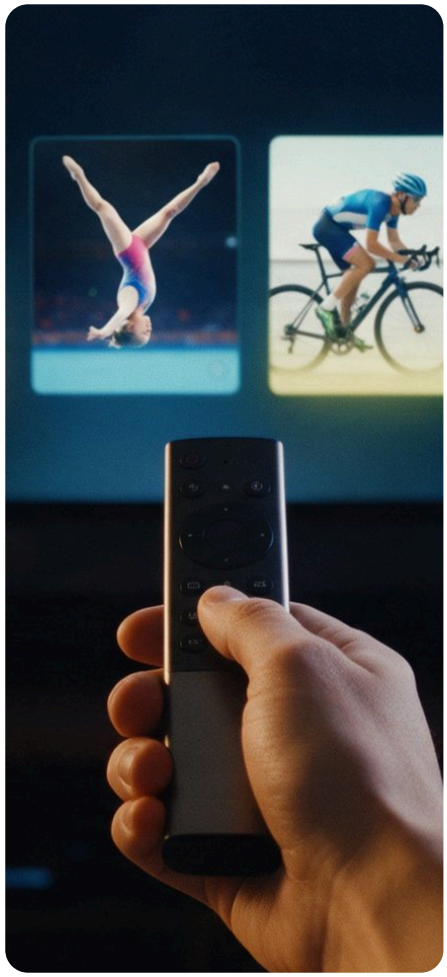
Fans were targeted as they exited the Olympic channels, building a sports segment that expanded daily.

3

Reach beyond the Games

That segment was followed through Power On and post-roll, even when fans were watching other content.

Audience	An evolving audience of Olympic and sports fans, built in real time on the Hoppr platform as viewers tuned into the Games.
Creative	The brand's Olympic film, Winning isn't for Everyone, delivered as the next thing fans saw after live coverage.
Frequency	Engaged viewers were retargeted dynamically with optimised frequency, avoiding ad fatigue while keeping the brand top of mind.
Placements	Power On, and post-roll on exit from Streaming Apps, Live & Catch-up TV and Video on Demand (VOD), including non-Olympic content.



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Results

Fans reached at their peak moments, with frequency held high beyond the broadcast.

6

Olympic channels brought together in one hub, in prime position on the Sports tab

Daily

a never-before-seen sports audience that evolved in real time

5

engagement moments, extending reach beyond the Olympic broadcast

Following the fan

1. Exit from the Olympic channels
2. Power On, the first thing viewers see
3. Exit from Streaming Apps
4. Exit from Live & Catch-up TV
5. Exit from Video on Demand (VOD)

Campaign at a glance

Event	Paris 2024 Olympic Games
Audience	Olympic and sports fans, growing daily
Message	Winning isn't for Everyone
Outcome	Sponsor-level presence at standard CPMs

Frequency stayed high even when fans watched other content, without ad fatigue.

Key learnings

1. **Timing matters.** Engaging fans as they exited content created a more natural, non-intrusive brand moment.
2. **Dynamic segmentation enhances long-term impact.** Instead of a static campaign, the audience grew and evolved over time.
3. **Advanced TV amplifies sponsorship.** A traditional sports sponsorship became an active, data-driven engagement campaign.

Reach your perfect audience at their peak engagement.

Build a live audience around the moments that matter to your brand, then follow it across the TV, measured on the Hoppr platform.

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