## Awareness boost for high street bank's Pride support





Our client – a leading high street bank – is a key sponsor one of the UK's largest Pride marches and partnered with Ozone to raise awareness of its 2023 sponsorship, celebrating 'Power in Pride'

## **CLIENT BRIEF**

Our client wanted to drive awareness – at maximum scale – of its ongoing sponsorship of the Pride march, which began in 2016.

Delivering the campaign activity in brand safe, editorially-governed premium publisher environments was an essential to the brief.

## **OUR SOLUTION**

Through its Pride sponsorship, our client stands with its customers to challenge prejudice through Pride marches across the UK.

Our premium publisher environments offered scaled reach to our nationwide monthly audience of 43m online readers. Our approach included our client contextually owning LGBTQIA+ editorial with positive sentiment targeting overlaid for extra brand safety.

Our highly engaging Ozone Stories and Rising Stars formats plus awareness driving standard IAB formats were used to deliver scale and cost efficiency.

## **CAMPAIGN RESULTS**

**CTR 2.7x higher than benchmark** The campaign achieved a standout CTR score of 0.19%, a stunning 2.7x higher than the 0.07% benchmark.

WHAT THEY SAW .

