

CASE STUDY

Payment Card Services

3-part Sponsor Content Series

THE TASK

Generate awareness and engagement surrounding the brand's recent mentorship/grants initiatives and showcase how the brand is striving to promote inclusion and diversity in the Canadian business landscape.

- Engagement – via average time spent
- Awareness – via page views

THE STRATEGY

The 3-part sponsor content series profiled 3 businesses, the hardships they may have faced and the real, tangible impact the brand mentorship/grants program had on their business. The content was able to showcase the brand's values organically in the narrative while driving home the key benefits of the partnership.

The content was hosted on the Globe and all articles were supported by a media plan to drive traffic to both the content and brand site

THE RESULT

The campaign surpassed all key sponsor content benchmarks - resulting in strong engagement from the target audience as demonstrated by an overdelivery against time spent and page view benchmarks. Strong CTR on brand media further solidifies the value and relevance of the Globe and Globe Alliance audience and targeting in driving results



192%
page view
delivery

Overachieved
projected page
view commitment

0:59
Average time
spent

Surpassed sponsor
content time spent
benchmark of 0:49

0.21%
Brand surround
CTR

Surpassed brand
surround CTR
benchmark
(0.08 - 0.14%)