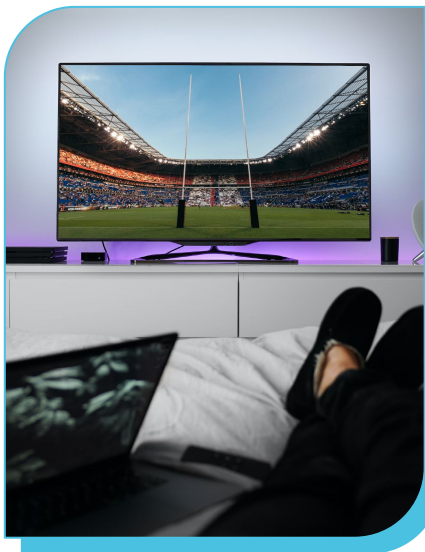


# GumGum drives purchase intent for a TV brand



## Objective

A global consumer electronics manufacturer looked to GumGum to help them Increase awareness and purchase intent for its new LED TVs

## GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, along with custom high impact creative units to surround content related to the NFL season, football and TV's.

## Sample Partners within TV:

 **LG** **TOSHIBA** **SONY**



### 0.26%

**CTR**

4.3x higher than industry benchmark of 0.06%



### 32%

**Lift in Purchase Intent**

12.1% overall and 32% during holiday shopping



### 42%

**Brand Awareness Lift**