

Ad Council Taps Interactive CTV to Drive Engagement With Lung Cancer Screening Awareness Campaign



0.26%

Engagement Rate

GOAL

Ad Council, in collaboration with Innovid and the American Lung Association, sought to increase awareness of the importance of lung cancer screening, driving viewers to take a lung cancer screening eligibility quiz at SavedByTheScan.org to see if they are at high risk for lung cancer and should be screened. The compelling video creative, featuring a pair of lungs made of matches erupting into a ball of flames, illustrated how quickly lung cancer spreads and emphasized the importance of early detection through screening.

STRATEGY

Innovid volunteered their ad serving, creative, and professional services team to support the lung cancer screening awareness campaign. Our creative team built and executed a branded canvas to surround their existing video experience with additional branding, scrollable content, and a QR code driving viewers to take the lung cancer screening eligibility quiz at SavedByTheScan.org.



Scrollable Content

Gives viewers additional context behind the message

QR Code

Prominently displayed to drive direct action

OUTCOME



475k

Interactive Impressions



.03%

QR Code Scan Click Rate
(Beating the average *by 33.5%!*)

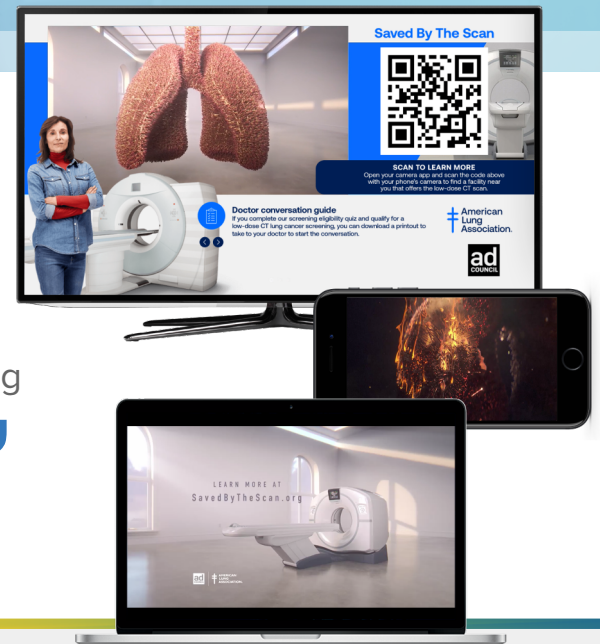


0.26%

Engagement Rate

“ When it comes to spreading information about public health, awareness is important... but **the ability to inspire direct action is invaluable.** Innovid's expertise helped us transform our existing pre-roll ads into engaging, lean-in experiences. ”

– *Liz DeAngelis / VP, Media – Ad Council*



RECOMMENDATIONS

- ✓ Improve recall and boost awareness by implementing a canvas on video assets to feature additional messaging and persistent branding.
- ✓ Inspire direct action with viewers by including a QR code, directly linking consumers to the desired second screen experience.
- ✓ Promote viewer interaction and deeper content experiences through scrollable, carousel content and also gain valuable signals for determining consumer intent.