

CASE STUDY: HEALTHCARE

Healthcare system wanted to spread message of their impact on the community.

Included standard display and :15 & :30 audio spots

Healthcare system campaign to create awareness in surrounding communities.

Campaign goal was mass awareness on Spotify and audio news content. Included complimentary display ads that appeared on occasion with audio spots. Wanted surrounding cities to have awareness of their impact on the community with focus on as many unique listeners as possible.

Creatives: Display assets and :15/:30 Audio Spots

PMP

Audio Ads on
Spotify private
marketplace

96%

Audio
Completion
Rate

News

Contextually
targeted audio
news content