



# Rakuten TV Enterprise

Connecting **Advertisers, Content & Audiences**

Rakuten Advertising

# Case Study: Rakuten Advertising, Re-Mind PHD & Škoda France

Showcasing CTV advertising's impact



## SKODA

### The Challenge

Škoda was looking to boost its brand presence in France. In a fiercely competitive market, the goal was to establish itself as a leader in electric with the Enyaq and Enyaq Coupé models, as well as the new Škoda Elroq.

Amidst advertising saturation, Re-Mind PHD partnered with Rakuten Advertising to craft a tailored media plan. Together, they devised an optimised strategy to maximise the impact of CTV, highlighting its effectiveness in capturing consumer attention.

### The Rakuten Advertising solution

Rakuten Advertising provided Škoda with a bespoke CTV strategy through their CTVision+ ecosystem, ensuring high-quality exposure and extensive reach. This approach enabled Škoda to capture significant viewer attention, thereby boosting their visibility and establishing a strong benchmark for future campaigns.

**1. Reach Highly Engaged Audiences:** Škoda utilised Rakuten Advertising's CTVision+ to engage a highly targeted French audience, demonstrating the power of CTV advertising through impressive viewer attention metrics. The CTVision+ ecosystem allowed Škoda to access premium CTV inventory at scale, reaching multiple top-tier platforms from a single point, simplifying the campaign execution process and enhancing reach.

**2. Boost viewability:** The campaign achieved over 98% viewable impressions, well above the average XPLN.ai benchmark of 92.5%. This high level of viewability underscores the effectiveness of strategic ad placements in premium content environments, fostering higher engagement and ensuring that ads are not only seen but also impactful.

**3. Captivate Viewers' Attention:** The campaign captivated viewers with an average attention span of 25.41 seconds on a 30-second ad, significantly exceeding the CTV market average of 18.55 seconds, as per XPLN.ai's benchmark. This success highlights the strategic placement and high-quality content delivered through the CTVision+ ecosystem, effectively maintaining viewer engagement.

### Results

**+98%** viewable impressions delivered

**+25s** seconds of optimal attention on average for a 30-second creative

Škoda France leveraged Rakuten Advertising's CTVision+ offering to reach highly engaged French consumers. The campaign set a new market benchmark, proving CTV's effectiveness in harnessing viewers' attention – particularly on a 30 seconds' format.

# Škoda

## About

### Škoda Auto

Škoda Auto is one of the oldest automobile manufacturers in history. Founded in its Czech hometown of Mladá Boleslav, the company began producing bicycles, later expanding to motorcycles and cars, as early as 1895. It is successfully advancing its roadmap for the decade through its Next Level – Škoda Strategy 2030.

Škoda aims to rank among the top five car manufacturers in Europe by 2030, offering an appealing range of vehicles and introducing new electric models. Its current portfolio includes 11 vehicles: the Fabia, Scala, Octavia, and Superb, alongside the Kamiq, Karoq, Kodiaq, Enyaq, Enyaq Coupé, Slavia, and Kushaq. In 2023, Škoda delivered more than 866,800 vehicles worldwide, registered 38,257 vehicles in France, and achieved a record passenger car market share of 2.2% in the country.

### Re-Mind PHD

Founded in London in 1990, Re-Mind PHD is a growth-driven media agency known for its innovative and creative strategies. With over 100 offices in 74 countries, the agency continues to deliver impactful campaigns that drive growth, harnessing the latest in data and technology to stay ahead of industry trends. In Europe, Re-Mind PHD is particularly active, crafting media strategies tailored to regional markets.

### XPLN.ai

XPLN.ai uses advanced AI to measure and predict advertising effectiveness, helping brands and publishers optimise their digital ad investments beyond traditional metrics like viewability and attention rates.

Discover how Rakuten Advertising can transform your CTV advertising strategy at [RakutenAdvertising.com](https://RakutenAdvertising.com)

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With advertising saturation and a surge in inventory, capturing attention is a primary goal at Škoda France. That's why, our campaign centred on our 100% electric SUV, the Škoda Enyaq, aimed at boosting visibility and brand awareness.

We decided to measure a new KPI: advertising attention. We implemented this metric throughout our entire media strategy. We chose to amplify our CTV campaign, particularly through programmatic partnerships with Rakuten Advertising, and by employing diverse targeting strategies.

Our efforts resulted in an impressive average attention span of 25.41 seconds on a 30-second ad, making it the campaign's top performer and setting a strong benchmark for future campaigns.”

— **Céline Hahn, Advertising and Media Manager**  
Škoda France



Rakuten Advertising delivers performance-driven, brand-driven, and people-driven ad solutions that help the world's top brands connect with unique, highly engaged audiences – from first impression to final sale. Backed by industry-leading technology, global media properties, and the largest, high-quality partner network, Rakuten Advertising taps into decades of data and experience to develop the strategies and ad experiences that will drive engagement, sales, loyalty, and beyond. A leader in the industry since its beginnings, Rakuten Advertising is a division of Rakuten Group, Inc. (4755: TOKYO), one of the world's leading internet service companies. The company is headquartered in San Mateo, California, with offices throughout EMEA, APAC, LATAM, and North America. Learn more at [RakutenAdvertising.com](https://RakutenAdvertising.com).