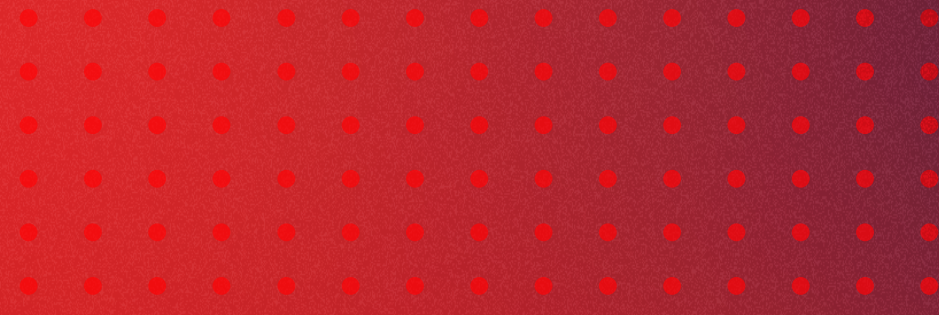
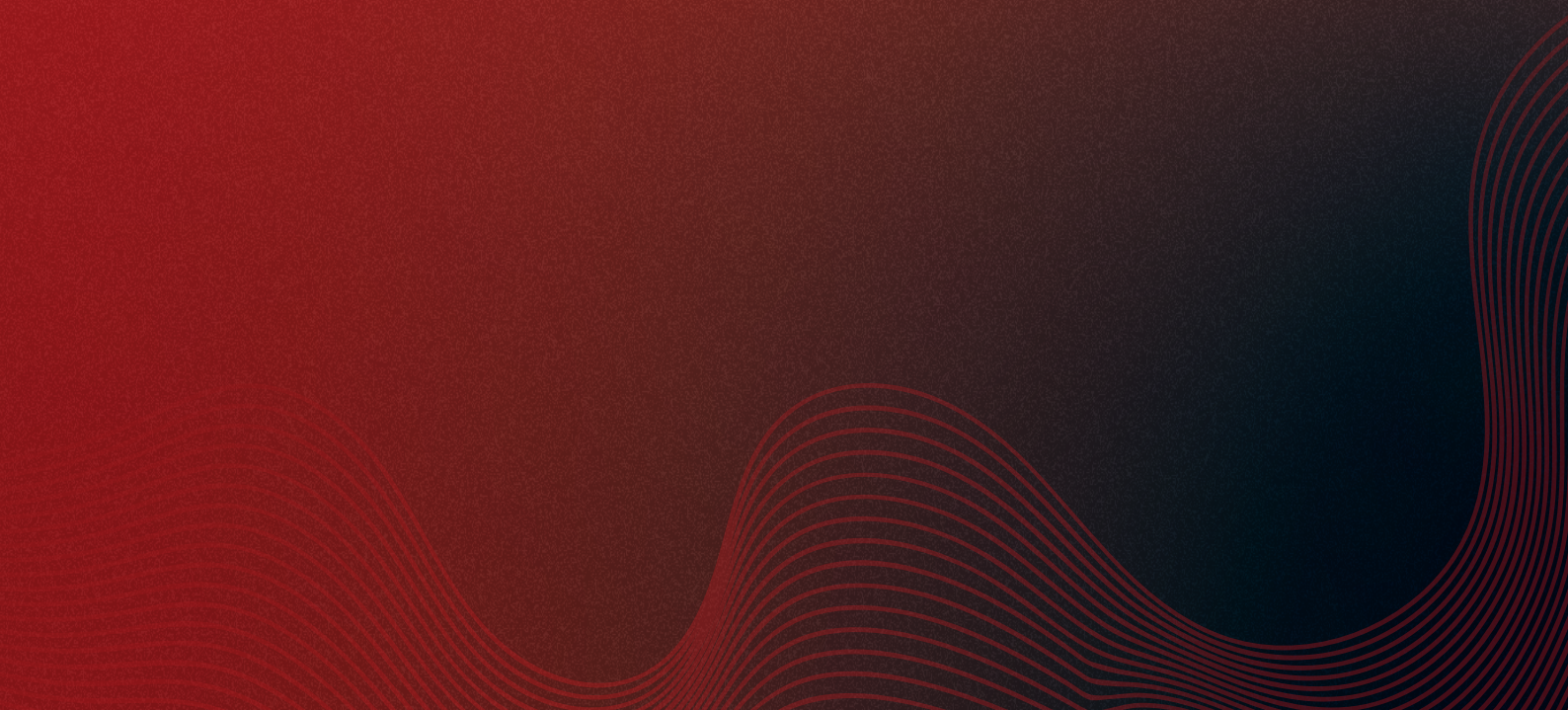




Rakuten TV Enterprise

Connecting **Advertisers, Content & Audiences**



Case Study: GKL and NKL

Media Customer Success Story



About

GKL (Gemeinsame Klassenlotterie der Länder) is Germany's premier state lottery organisation, offering players the chance to win substantial cash prizes responsibly. Under strict government oversight, GKL ensures a fair and transparent lottery experience. NKL is one of the main lottery games offered by GKL.

datazulu, a subsidiary of masterplan media, specialises in leveraging data to enhance the effectiveness of digital advertising campaigns. Founded in 2019, datazulu has quickly become a pivotal player in the data-driven advertising landscape.

The Challenge

Trying to find new ways to stand out in a saturated market and to expand reach beyond traditional linear TV advertising, GKL was in search of innovative strategies to boost NKL's visibility and engagement. In collaboration with GKL's media agency, datazulu, Rakuten Advertising proposed a strategic pivot to the growing landscape of CTV. Understanding its capacity to engage a wider and more attentive audience, datazulu enabled GKL to secure premium advertising placements within our owned and operated Rakuten TV AVOD service.

This strategic placement ensured that GKL's campaign reached highly engaged viewers across our on-demand streaming content, optimising visibility and impact while enhancing brand consideration among its intended audience.

The Results

GKL, in partnership with Datazulu and Rakuten Advertising, embarked on a strategic CTV campaign to elevate brand awareness and capture the attention of the German market, for one of its main lottery brands NKL. Utilising a 15-second creative on Rakuten TV's AVOD service, the campaign achieved remarkable results:

50% ad recall rate
among viewers

44% brand attribution,
distinguishing NKL in
a competitive market

71% of lottery users
are more likely to
consider NKL

The Rakuten Advertising Solution



Targeted Placement: Rakuten Advertising strategically placed GKL's ads within premium CTV content on Rakuten TV, ensuring high visibility among relevant audiences.



Engagement Metrics: Utilising advanced analytics, the campaign focused on measuring key engagement indicators such as ad recall and brand attribution.



Brand Lift Study: A comprehensive Brand Lift Study was conducted to quantify the impact of CTV advertising on brand perception and consideration, confirming the effectiveness of the campaign.

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Rakuten Advertising represents the future of CTV advertising. They offer access to a premium inventory of streaming content, which provides visibility with a growing and engaged audience. Our Brand Lift study demonstrated that Connected TV, particularly 'Video On Demand' and 'Free Ad Supported Streaming,' can provide real value in media planning. Rakuten Advertising not only delivers significant reach but also achieves strong positive effects on brand perception.

— Simon Steinkogler

Digitalmanager, Werbung & PR, GKL

Discover the power of CTV advertising with Rakuten Advertising,
and transform your brand's reach and impact.



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://www.RakutenAdvertising.com).