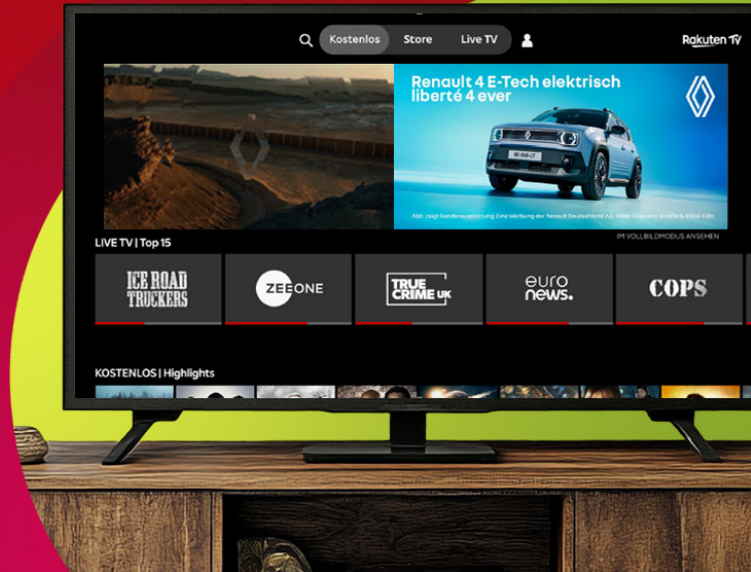


Case Study:

How a Multi-Format CTV Strategy Drove Measurable Brand Lift for Renault on Rakuten TV



For the launch of the Renault 4 E-Tech electric, **Renault** through agency **OMD** and their performance-driven unit **OMG Outcomes**, partnered with **Rakuten TV Enterprise** to activate a full-funnel CTV campaign designed to deliver both premium visibility and measurable brand impact.



The Challenge

Renault and its agency partners were seeking a **Connected TV solution capable of supporting a high-profile vehicle launch in a premium environment**, while also delivering outcomes aligned with **performance-driven objectives**. The challenge was to ensure that **big-screen exposure translated into tangible shifts in consideration and interest**.



The Solution

Rakuten TV Enterprise designed a multi-format CTV activation built to engage audiences across key moments of the viewing journey, combining upper-funnel visibility with mid- and lower-funnel reinforcement. The strategy combined three complementary touchpoints:



Homescreen Billboard to capture attention at the moment of app launch, ensuring immediate, high-impact visibility.



Instream pre-roll and mid-roll to deliver immersive, high-attention video exposure within premium content environments.



Pause Ads to reinforce messaging during natural breaks, extending exposure without disrupting the viewing experience.

Together, these formats worked as a unified system, maintaining **consistent brand presence from first exposure through to repeated reinforcement**, and **maximising both reach and frequency in a platform-native way**.



Brand Lift Measurement

To understand the true impact of the campaign, Rakuten TV Enterprise implemented a brand lift study through a third-party measurement partner. **By comparing exposed and control groups, the study measured shifts in brand perception, consideration, and interest, enabling Renault and its partners to quantify how CTV contributed to tangible brand outcomes across the funnel.**



The Impact

The campaign delivered strong, validated performance across media and brand KPIs:



96% VTR

highlighting high-quality attention within instream placements.



2.3% engagement rate

on the Homescreen Billboard, signalling active viewer interaction.



+26% uplift in consideration

demonstrating increased purchase intent.



+30% uplift in interest

confirming heightened brand relevance.

By combining premium CTV formats with independent brand lift measurement, Rakuten TV Enterprise enables agencies and advertisers to activate end-to-end CTV strategies that deliver scale, accountability, and measurable brand impact on the big screen.



Rakuten TV Enterprise was a valuable partner in delivering a full-funnel Connected TV activation. The combination of multiple formats and brand lift measurement allowed us to assess performance beyond impressions and focus on meaningful brand outcomes.

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Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.