

Case Study:

Norauto: Turning Football Context into CTV Impact



For its FIFA World Cup campaign in Spain, **Norauto and Infinity Media** partnered with **Rakuten TV Enterprise** to build awareness among adult audiences through a CTV strategy designed around football. Combining broad platform visibility, football-led creative and targeted advertising within sports content, the campaign used different CTV touchpoints to move from mass awareness to increasingly relevant audience engagement.



The Challenge

Major sporting events offer brands an opportunity to connect with audiences around **moments of shared interest**, but also create a **highly competitive environment for consumer attention**.

For Norauto, the FIFA World Cup presented an opportunity to **build awareness among adult audiences in Spain and create a strong connection between the brand and football**.

The challenge was to **make that association meaningful throughout the campaign**. Rather than relying on a single sponsorship or placement, Norauto needed a strategy that could **establish broad visibility before bringing the brand progressively closer to football content and the audiences consuming it**.



The Solution

Rakuten TV Enterprise developed a CTV strategy in which each format played a different role, moving from broad awareness to contextual association and more targeted engagement with football audiences.



Building broad awareness

An **App Sponsorship** established Norauto's presence from the moment audiences entered Rakuten TV, providing high-impact visibility across the platform and building awareness among a broad adult audience.





The Solution



Connecting Norauto with football

The next stage brought the brand directly into the football context. A **Homepage Video Billboard** used football-led creative to strengthen the connection between Norauto and the campaign theme as audiences browsed for content.

This was reinforced by a **FIFA+ Channel Sponsorship**, placing Norauto alongside exclusive World Cup content throughout the campaign and creating a prominent presence within one of its most relevant viewing environments.



Reaching football audiences

The final layer focused on audiences already consuming football and sports content. **Pre-roll video advertising** reached viewers across FIFA+ and additional channels including LaLiga, Barça TV and Inter 24/7.

A **Pause Ad** provided an additional high-impact touchpoint during viewing, introducing a clear call to action to audiences already engaging with relevant content.

Together, the formats allowed Norauto to establish broad visibility before progressively increasing the contextual and audience relevance of the campaign, creating a connected CTV strategy around football rather than a series of standalone placements.



The Impact

Running throughout the FIFA World Cup period, the campaign gave Norauto a sustained presence around football while using each stage of the strategy to fulfil a distinct role.

Both the sponsorship activity and Pause Ad successfully delivered against their planned impression goals. The campaign enabled Norauto to:



Build broad awareness through high-impact visibility across Rakuten TV.



Create a stronger football association through football-led Billboard creative and the FIFA+ Channel Sponsorship.



Reach more relevant audiences by placing video advertising within the football and sports content they were already consuming.



Connect multiple CTV formats within one strategy, moving from broad visibility towards increasingly contextually relevant audience engagement.

By combining scale, context and audience relevance, Norauto turned the FIFA World Cup into an opportunity to build a more connected CTV campaign, demonstrating how different formats can work together to support different stages of an advertiser's strategy.



Working with Rakuten TV Enterprise gave us the flexibility to build a connected CTV strategy around Norauto's objectives, using different formats to play distinct roles throughout the campaign. From broad visibility to football-led context and more targeted audience engagement, we were able to bring each element together within one cohesive activation."

Karen De Sousa
Omnichannel Strategist

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.