

Irish Spring Launched their First Super Bowl TV Ad and Scored Big with LG Ads Solutions Programmatic CTV and High Impact Native Ads

Challenges:

Irish Spring advertised in the Super Bowl for the first time in 2022 and sought to **embrace the power of TV** to activate its 24-Hour Fresh body wash product -- without inundating viewers with excessive **frequency**.

Solution:

The Irish Spring objective was to achieve **maximum incremental reach**, while maintaining **optimum frequency**. Using LG Ads Solutions' exclusive ACR technology, Irish Spring programmatically retargeted Super Bowl LVI viewers through **CTV video**.

Irish Spring also incorporated a high impact 3-hour **LG Native Roadblock** two days after the game to extend its reach with TV viewers and takeover the TV screen.

Outcomes

3.7M



Incremental reach over linear Super Bowl LVI campaign

1.7%



Audience overlap between programmatic and LG Native

The LG Ads Solutions Advantage

Exclusive & Premium Inventory

Irish Spring partnered with LG Ads Solutions to take advantage of powerful ACR capabilities and gain incremental reach, while optimizing for frequency. LG Ads Solutions' exclusive & premium inventory provided Irish Spring with access to CTV & Native ad inventory across 30M+ US LG TVs.

“ Client Feedback

“We were excited to partner with LG on this project to drive amplification of Irish Spring's big game message with an extended audience.”

Zach Roberts, Irish Spring Personal Care IBE & Innovation Lead

“I was thrilled to bring this activation to life as part of larger, multipronged CTV strategy. Leveraging full screen canvas, and custom elements such as glass takeovers, helped drive breakthrough and a streamlined connected brand experience for our consumers. Our ambition is to always optimize that experience, never to erode it with bland, intrusive creative and message saturation. We fully achieved that goal through this LG campaign.”

Jeff Giacchetti, Programmatic Media Lead – N. America

