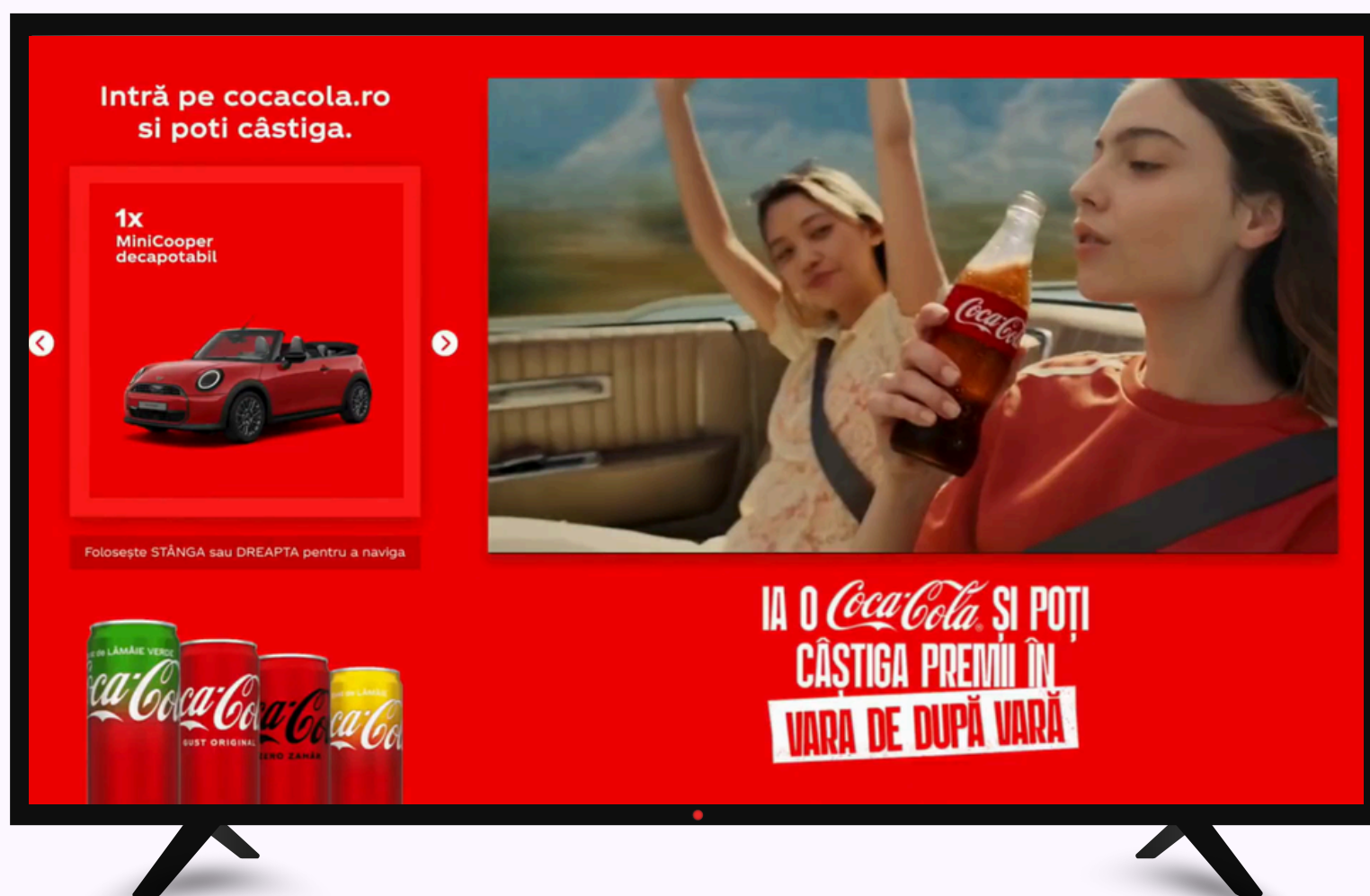


Coca-Cola x NEXad

Turning **Connected TV** Into Interactive Storytelling



630K+ impressions 3.8K+ interactions 97.7% completion rate



How do you make viewers participate, not just watch?

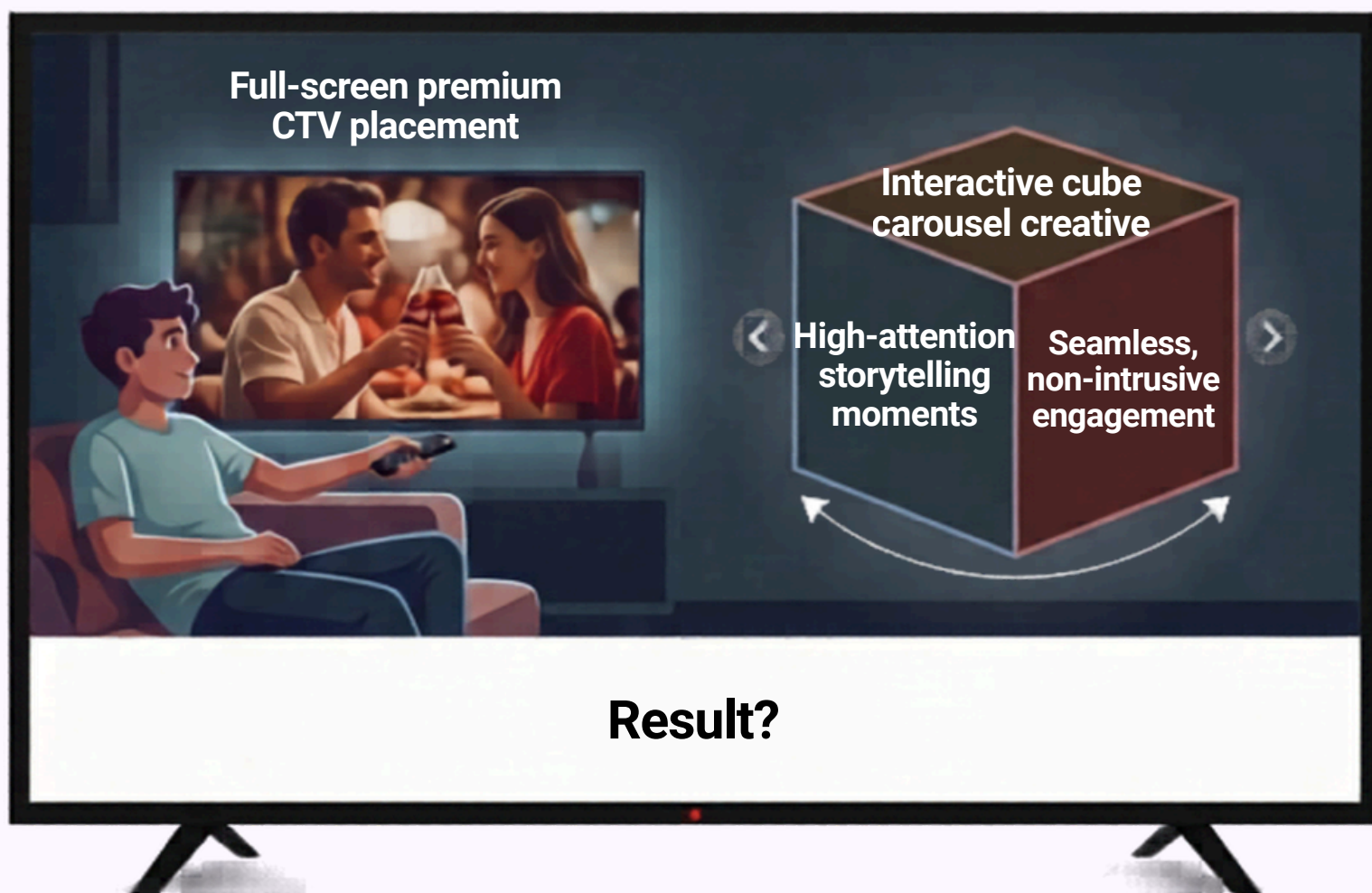
Coca-Cola wanted to create a high-attention CTV experience that could:



That's where NEXad stepped in

An Interactive CTV Experience Built for Engagement

Using NEXad's immersive **connected TV** format, Coca-Cola delivered:



A campaign **designed to connect with audiences** during shared viewing experience

The Campaign Delivered Beyond **Benchmarks**



630,930

Impressions
Delivered



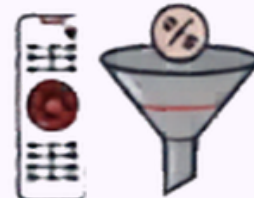
97.7%

Completion
Rate



416K+

Unique
household
reach



3,842

Interactions
Generated

0.61% Interaction
rate

The campaign successfully combined scale, visibility, and engagement in one connected TV experience.



Strong Reach Across Romania's Key Urban Markets

Top-performing regions included:



Audience engagement
peaked during:



1 PM – 2 PM



8 PM – 9 PM



The campaign resonated strongly with digitally active audiences, especially within the **25–44 age group**.

Connected TV That Drives **Attention & Action**



CocaCola's campaign proved that interactive CTV can deliver more than impressions — it can create meaningful audience participation.

With NEXad, brands don't just appear on screen.
They become part of the viewing experience.

Ready to build high-impact CTV campaigns?



adsales@huellaservices.com