



CHIVAS  **REGAL**

PERNOD x NEWSROOM.AI

Chivas Regal New Regals: Regality Rules campaign - V3

PERNOD x NEWSROOM.AI

OBJECTIVE

Drive brand awareness & Video Reach

KEY METRICS

- Reach relevant cohorts across **mobile audiences** through selective sites
- Deliver **strong scale, high completion and meaningful engagement**
- Drive uplift in **brand recall, consideration and trust**

CAMPAIGN OUTCOME

Delivers high CTR of 1.06%, Engagement rate of 2.75 % with average scene time of 0.13 secs



PERNOD x NEWSROOM.AI

DELIVERED METRICS

1.10 MILLION+

IMPRESSIONS

2.75%

INTERACTION RATE

3528119

REACH

1.06%

ACTION RATE CTR

303K+

INTERACTIONS

Site utilized: [Cricbuzz.com](https://cricbuzz.com), forbes.com, mensxp.com, news18.com, timesofindia.com



CHIVAS
LUXE COLLECTIVE
PERFUMES
RISE WITH **REGALITY**

NEW **REGALS**
PRESENTED BY **Esquire**

A GOLDEN RISE NEEDS
NO SILVER SPOON

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