



APAC | 2021

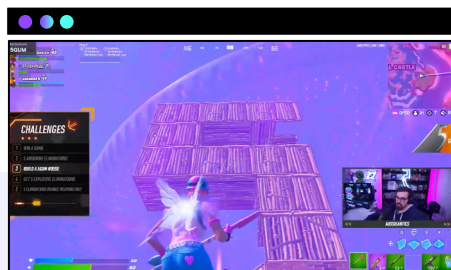
Featured Case Study:

Mars Wrigley 5 Gum

Mars Wrigley 5 Gum



To create meaningful connections with the gaming community, Mars Wrigley 5 Gum partnered with Twitch to launch Team CLUTCH, a team of up-and-coming Aussie streamers who assembled for three live squad streams, turning what was an impulse buy (chewing gum) into a must-have for gamers.



Objective

To drive the association between gaming occasion and 5 Gum in a meaningful way we want to try to own and surround 'clutch' moments in gaming.

The big idea

Gen Zs are the biggest chewers of gum in the world but they are increasingly hard to reach through traditional channels and occasions. 5 Gum partnered with Twitch to put together Team CLUTCH – an elite squad made up of Australia's favourite Twitch Streamers who love going live, and are at their most clutch when in front of a live audience. Each streamer was gifted a 5 Gum jersey, representing their love for video games, their communities and embodying the 5 Gum spirit, that life happens in 5 as they hit the live button.

Advertising solutions

- Twitch Premium Video
- Homepage Headliner
- Homepage Carousel
- Display Ads
- Influencer Program

Making it happen

Through three separate live squad streams with a mix of Team CLUTCH members, Twitch streamers /AussieAntics, /soleKEFS, /GeekGG, /PaladinAmber and /PlayItShady came together to battle it out across a series of bespoke challenges on popular game Fortnite, while embodying the brand ethos of 'life happens in 5'. The streams exceeded performance as it topped the Australia charts as the #1 Most Viewed Stream, #1 Highest Reach and #1 Total Minutes Watched.

In addition to the influencer broadcasts, this campaign was further supported with Twitch Premium Video, Homepage Headliner and Display Ads.

Success

4.8M

Video Campaign Reach

481K

Minutes Watched on Sponsored Stream
(≈ 1 year worth of engagement)

+14%

Increase in Gaming Association*

+9%

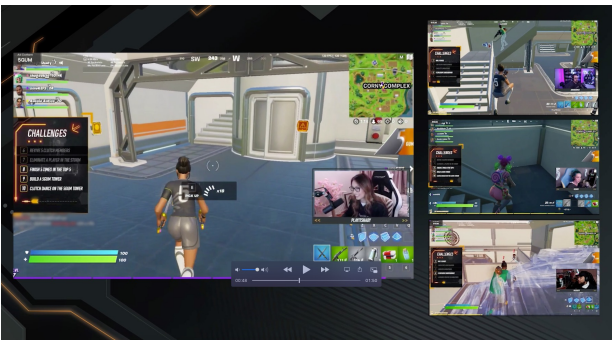
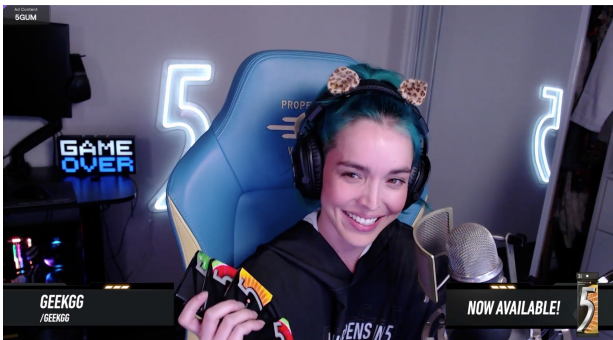
Increase in Purchase Intent*

**Results from Twitch RPG Brand Lift Study for Premium Videos*

Experiencing the campaign



[Click the video above to play](#)



Ad Products Overview

Turnkey

Premium Video & Display

Twitch Premium Video	Appears above the fold & in-stream to adblock users, enables advertisers to reach CTV, console, and ad block users on desktop web.
First Impressions Take Over	Appears above the fold & on channel pages and archives pages, Enables advertisers to serve video assets sitewide as the first impression users see upon entering Twitch
Homepage Headliner	Appears above the fold & in-stream to adblock users, helps retain brand's visibility and surrounds Twitch's most premium inventory
Medium Rectangle + Super Leaderboard	Appears above the fold & on channel pages and archives pages, helps keep viewers engaged as they scroll and explore content on the directory pages

Native Site Integrations

Homepage Carousel	Appears above the fold & in-stream to adblock users, promote your livestream channel content front and center on the homepage in one of our rotating carousel slots..
Streamables	Leverage the Twitch partner app network to drive higher concurrent views and more deeply engaged viewership

Branded Content

<ul style="list-style-type: none">• Influencer programs• Custom Commercials• Extensions• Commerce – Bits, Cheermotes	Twitch helps marketers tap into these valuable influencers to build and empower the best advocates for your brand.
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Programmatic Solutions

Amazon DSP Integration	Access audience targeting capabilities and the highest user match rates on Twitch supply via the Amazon DSP. Leverage on Amazon's robust reporting.
Private Marketplace	Provides brands and buyers a strategic opportunity to transact upon unreserved Twitch Premium Live Video, on effective self-serve basis.
Programmatic guaranteed	Provide brands an exclusive access to reserve Twitch's Premium Live video with the added delivery, reporting and payment efficiencies that programmatic offers.

Custom

