

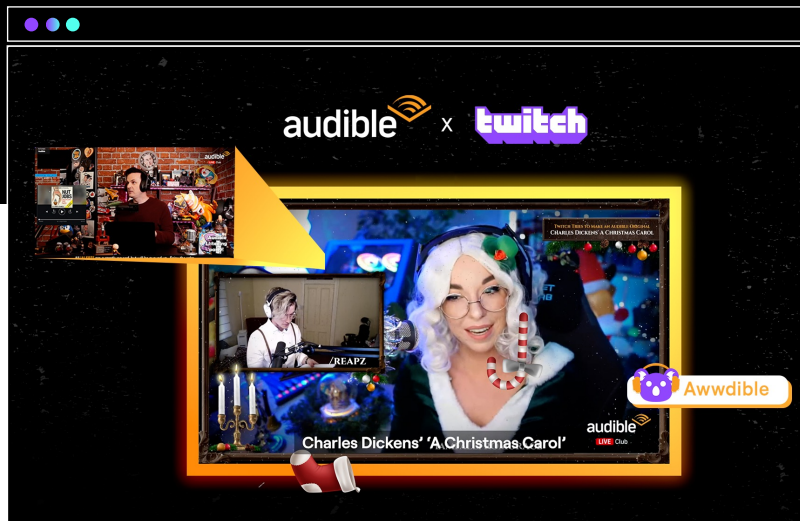


APAC | 2021

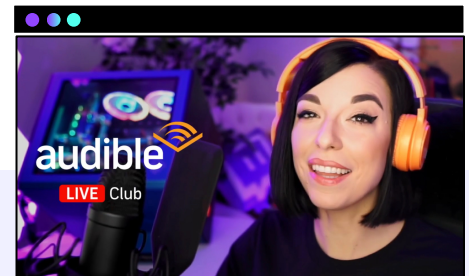
Featured Case Study:

Audible Australia

Audible Australia



To celebrate and promote their range of Australian Audible Original titles, Audible partnered with Twitch to tap into the heart of the Twitch experience, transforming audiobook and podcast listening from a solo activity to an interactive community experience.



Objective

To drive awareness and attract Twitch users to its fold with a showcase of Audible's Australian titles.

The big idea

Taking the idea of a book club and making it modern and LIVE on Twitch, Audible Australia partnered with Twitch to create a branded community that not only spoke to a hard-to-reach audience but it also showed new ways to engage with Audible and its content, breaking records as a result.



The Drum Awards Digital Advertising APAC

Winner 2021
Most Effective use
of Branded Content

Advertising solutions

- Influencer program
- Twitch Premium Videos
- Homepage Carousel
- Homepage Headliner
- Custom Commercial

Making it happen

From a branded Audible emote that launched globally to a bespoke commercial conceptualised and produced by Twitch, Audible Live Club witnessed a string of Audible firsts. That now includes the campaign's topping of four platform performance categories: Max. Concurrents, Avg. Concurrents, Minutes Watched and Channel Chats.

Twitch not only created a custom commercial, but partnered with local Australian Streamers [/Bajo](#), [/lamfallfromgrace](#) and [/Reapz](#) to launch two stream activations "The Audible Live Club" and "Twitch Tries To Make An Audible Original" to drive affinity and generate awareness amongst the community.

Success

3.5x

Increase in
CTR

19%

Increase in
brand recall

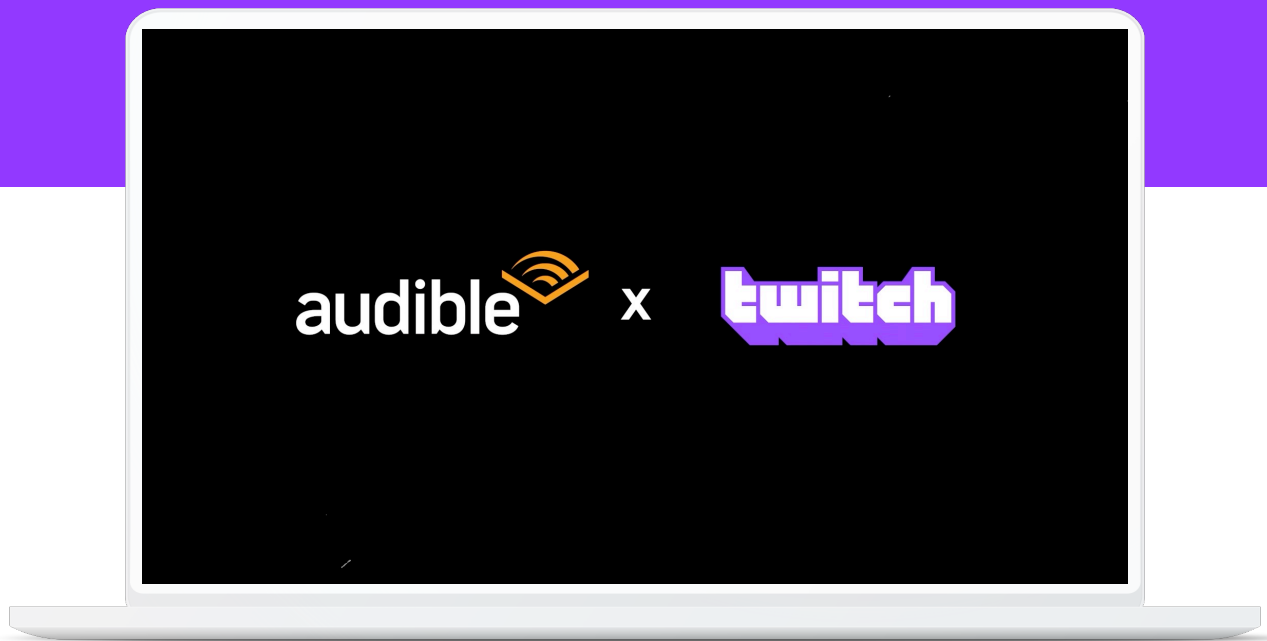
8%

Increase in
In brand ad recall

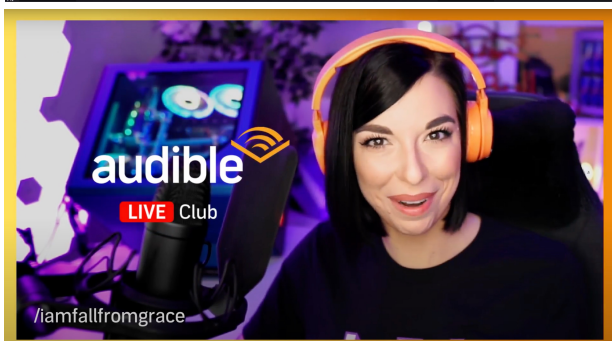
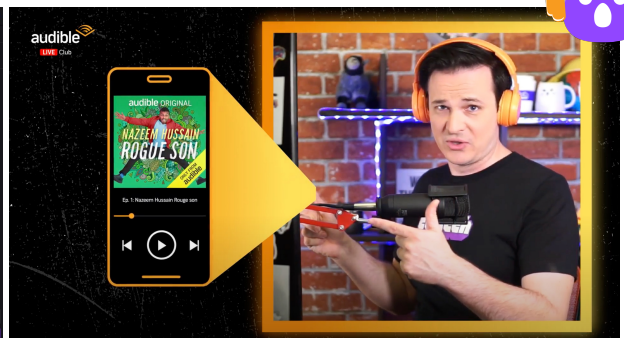
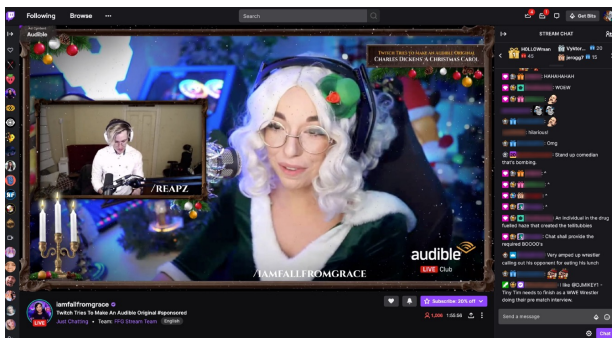
27%

Uplift of likelihood
in recommending

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

