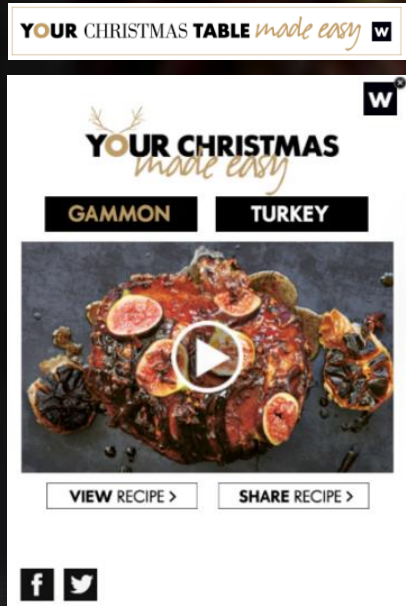




**RICH MEDIA**  
Expandable ad unit

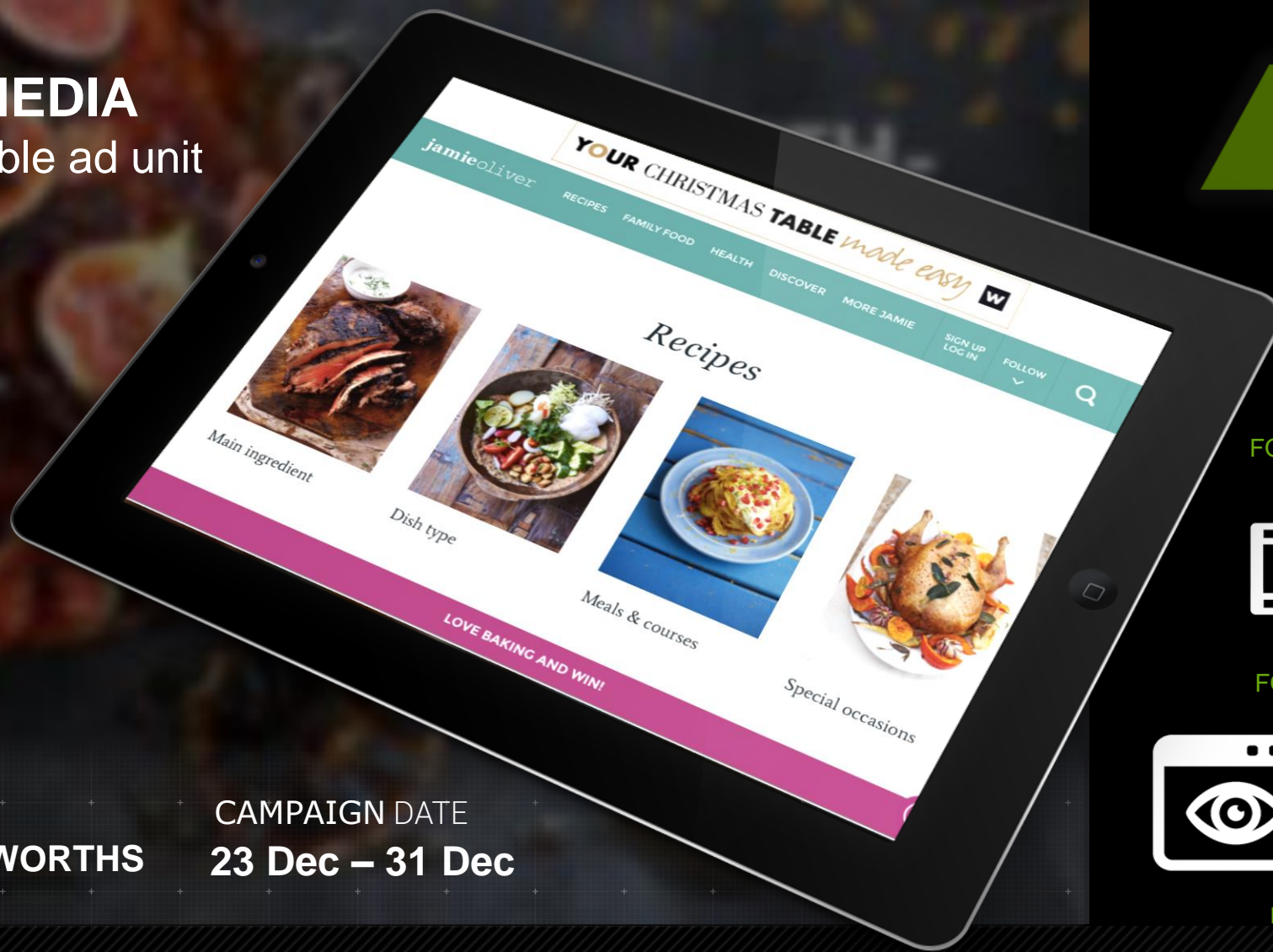
WOOLWORTHS



CLIENT  
**Carat**

BRAND  
**WOOLWORTHS**

CAMPAIGN DATE  
**23 Dec – 31 Dec**



**CAMPAIGN RESULTS**

**0.73%**

AD ENGAGEMENT RATE  
FOOD & BEVERAGE BENCHMARK: 0.64%



**16%**

PLAY RATE  
FOOD & BEVERAGE BENCHMARK: 3.0%



**60%**

VIDEO COMPLETION RATE  
FOOD & BEVERAGE BENCHMARK: 43.2%

**WOOLWORTHS Christmas Foods**

DEVICES > SMART PHONES & TABLET

DEMO LINK: <http://maxaxion.celtra.com/preview/8dda5059>

**GOAL:**

INCREASE TRAFFIC TO THE WOOLWORTHS ONLINE STORE AND ULTIMATELY UP SALES AS WELL AS INCREASE ENGAGEMENT

**MEDIA CHANNEL:**

RICH MEDIA ACROSS WHITELISTED MOBILE DOMAINS  
TARGETING SOUTH AFRICAN IP RANGES