

ROX

HIZEN

silverpush



ROX isn't just a network, it's your all-access pass to what's next. From exclusive shows and brand deals to endless ways to stay in the loop, **ROX** keeps you connected to their world, their way. **More than a Network — it's a Lifestyle.**



We fenced celebrities: Hania Amir, Dananeer, Asim Azhar as they were relevant to the brief of the campaign



Targeted Brands (Logos) like Onic, Levis and others which resonate with the campaign.



Objects such as iPhones, PS5, VR Headsets etc were identified as relevant triggers.



Audio/Text related to GenZ such as Matcha etc. were selected to relate with the brief.

Contextual Triggers:

Results:

The campaign, launched on September 23rd on YT, exceeded expectations, performing significantly well against the KPIs

0.41% Overall CTR

25k+ Bonus Impressions

Approx. **92%** VCR on NSkip

Top Contextual Verticals:



Faces: We fenced brand faces such as Hania, Dananeer etc which resulted in a CTR of up to 0.44%



Brands: Videos which were fenced for having relevant logos like Levis, Onic etc resulted in a CTR of upto 0.6%

Results Summary

Creatives	Impressions	VTR	VCR	CTR
UW Short	594,143	12.85%	1.32%	0.27%
UW Skip	936,275	34.04%	33.48%	0.49%
UW 6sec	488,992	-	91.85%	0.42%
VM Short	593,102	7.53%	1.03%	0.25%
VM Skip	948,981	34.06%	33.52%	0.52%
VM 6sec	494,190	-	91.29%	0.43%

ROX

HIGHLIGHTS

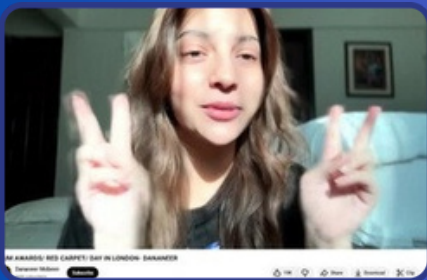
136%

Rise in CTR, against Planned

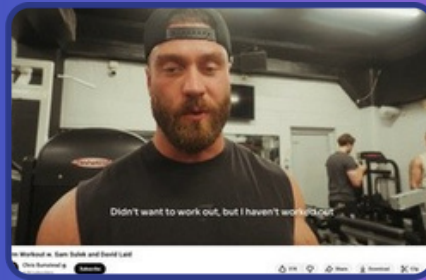
25k+

Bonus Impressions

Placement IDs



https://www.youtube.com/watch?v=0d_yiRlXzLO



<https://www.youtube.com/watch?v=xU35ZQGTkg>



<https://www.youtube.com/watch?v=xs655yHGvok>



<https://www.youtube.com/watch?v=X3k8uboVVps>



<https://www.youtube.com/watch?v=WSBmqJ2xuEk>



<https://www.youtube.com/watch?v=wNeKGvIFEd8&t=11s>

Learnings/Recommendations

The current findings indicate that themes rooted in Gen Z culture such as gaming, fashion, music, and tech along with relevant personalities like Hania Amir and sports icons like Augustin Tapia, can significantly strengthen ROX's emotional connection and cultural relevance. These contextual triggers align seamlessly with ROX's identity as a youth-driven lifestyle network. It is recommended to extend the strategy across multiple platforms, including Meta and TikTok, while leveraging additional products such as Crafters and Gaming to ensure deeper engagement and stronger resonance within key audience touchpoints.

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

ROX

Brief:

The client briefed us that ROX should be positioned as more than a network. An all-access lifestyle that keeps audiences connected through exclusive events, brand deals, and next-gen experiences.

Strategy:

We positioned ROX as more than just a network by highlighting it as an all-access lifestyle that keeps users connected. Through targeted contextual content, we showcased ROX's exclusive events, brand discounts, and next-gen experiences, reinforcing its role as a vibrant, connected community rather than a conventional telecom brand.



RESULTS

136% Rise in
Click Through Rate

25k +
Bonus Impressions