

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