

Interactive CTV Drives Brand Awareness and Action for Enough! PSA Campaign



+01m:29s

Average time-earned per session



+3,129

Text messages sent

Goal

Horrified by the gun violence epidemic, Enough! creators, Robbie Fairchild and Ezra Hurwitz, set out to produce a dance-driven anthem for gun safety. In collaboration with pop artist Sia, choreographer James Alesop, and 130 students from the National Dance Institute, Fairchild and Hurwitz created a 4-minute long PSA driving viewers to get involved. The challenge? With very little budget, Enough! needed to find a way to get in front of Millennials and Generation Z, and keep them engaged long enough to take action.



Enough! PSA advocating against gun violence

Solution

Inspired by the mission, Innovid jumped in to help. Through direct partnerships with Hulu and Fox, Innovid secured free remnant CTV inventory that directly aligned with Enough!'s target audience. Innovid's creative production team worked free of charge to cut the 4-minute PSA down to a compelling 0:15-second teaser, incentivizing users to expand to watch the full spot. Innovid also added a TV2Mobile feature, inviting people to join the movement right there in the moment by sending themselves a text message highlighting ways to get involved.



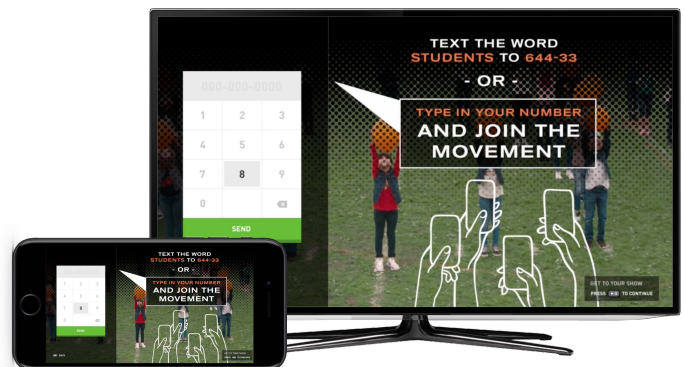
Optimized 0:15-second teaser incentivizing users to watch full PSA

Outcome

The interactive experience drove significant engagement results:

The PSA garnered an average **time-earned rate of 1 minute, 29 seconds**, meaning users saw the teaser, liked it enough to expand, and then spent over 3x the ad time required to engage with the experience.

+3,129 text messages were sent by users watching the video wanting to learn more about how to get involved with the cause.



TV2Mobile feature encouraging viewers to learn more