



How **snack brands reach moms** leveraging premium brand takeover

Boosting sales by raising awareness with crucial family decision-makers: mothers





The global snack industry is booming, with its market value reaching around **\$1.5 trillion in 2023** and projected to exceed \$2.1 trillion by 2032. This growth is driven by the popularity of savoury snacks, healthier options, and innovative products.

Leading companies are also fueling growth by ramping up their marketing efforts. They are focusing on **digital campaigns and creative branding** to connect with consumers and expand their global presence.

The challenge

Snack brands are **struggling to reach potential customers** and connect with key audiences, like moms who are the main grocery shoppers and often stick with familiar snacks. Despite their efforts, these brands find it difficult to engage these important groups through their usual channels.

The goal

Many snack brands aim to tell their stories with a broad audience and are turning to premium video inventory to do so. These ad units effectively **raise awareness while reaching specific groups**, such as mothers.

By boosting brand awareness through premium video inventory in mobile games, they're aiming to raise brand recognition and **drive sales growth**.

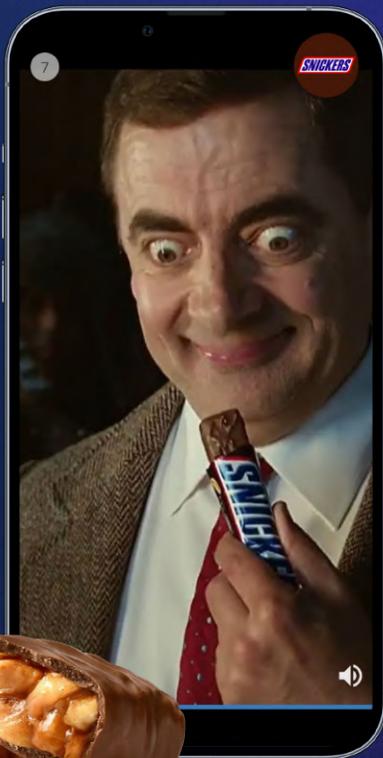




The solution

To help snack brands connect with consumers at scale, Monetizr builds high quality **premium brand takeover experience** in games that are played by relevant audiences, e.g. moms, millennials, etc.

We incorporate the brands into gameplay through a rewarded video and additional placements. They're designed to engage consumers by **telling brand stories through interactive experiences**.



- **Players who fall within the target demographic of snack brands**
- **Rewarded video experience that showcases the products**
- **Interactive elements that educate players on the snacks**

All placements were developed to **increase consumer attention** – the more attentive seconds gamers spend engaging with the brand, the better the results across the entire sales funnel. Each attentive second impacts brand awareness, favorability, consideration, and purchase intent. [Read more about attention here.](#)



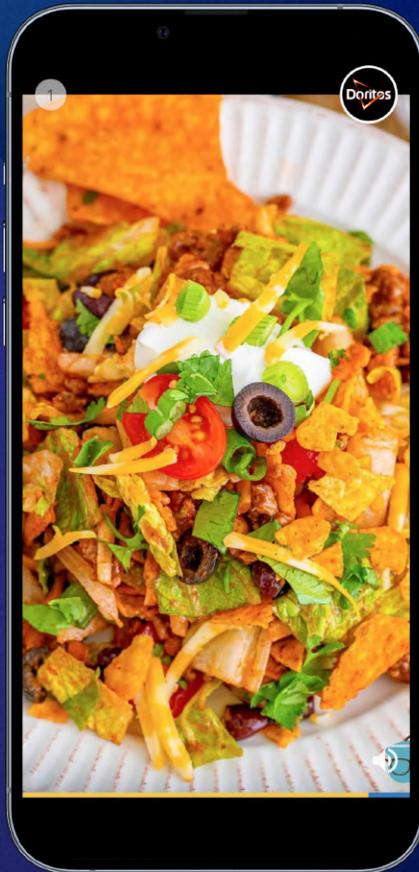
Inside the campaigns

Doritos example



STEP 1

Doritos Branded button* is activated across a network of games.



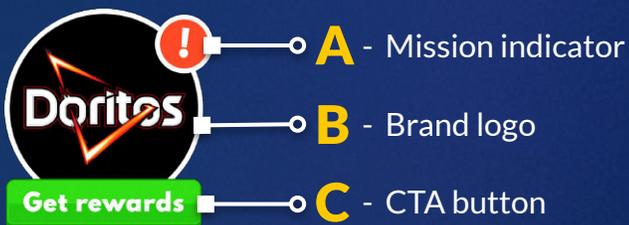
STEP 2

Players watch a Doritos video. The video view is user-initiated and supports 6-30 sec. videos.



STEP 3

Players get a reward by Doritos.



*Meet the Branded button

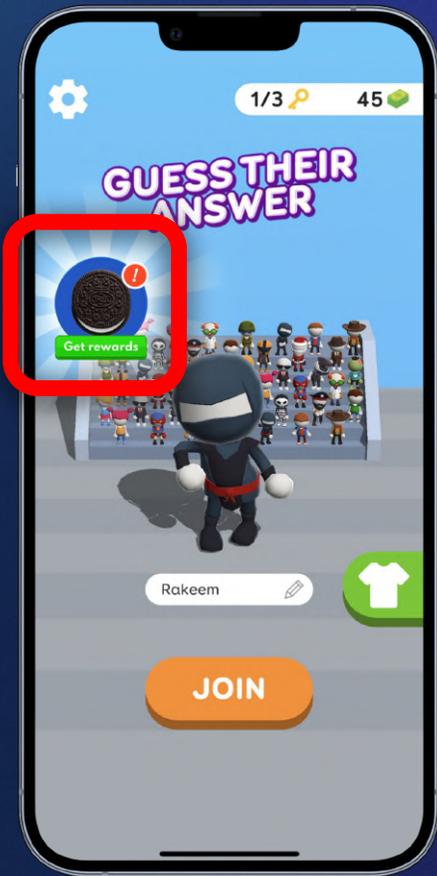
Branded button is an exclusive placement offered by Monetizr.

It's optimized to capture user's attention and **turn awareness into engagement - a click.**



Inside the campaigns

Oreo example.



STEP 1

Oreo Branded button is activated across a network of games.



STEP 2

Players watch a Oreo video. The video view is user-initiated and supports 6-30 sec. videos.



STEP 3

Players get a reward from Oreo.



Results: **Snack category benchmarks**

Snack brands achieve top KPIs with Monetizr's rewarded videos, driving 30x more attentive seconds than social media. With unmatched efficiency and viewability, mobile gaming maximizes brand engagement.



Attentive seconds*

43 sec

per user



Video completion rate

90%



Viewability

>90%



Click-through rate

40%

***Attentive seconds comparison:**

2x more than best performing gaming ads

7x more than 20 sec YouTube video ads

30x more than Instagram and Facebook ads

Measured according to **LUIMEN**

Sources:

Dentsu - Play Attention Calling Focus to Gaming, January 2024
Conversion CXL, 2023



Mobile Gaming - too big to ignore

Mobile gaming stands out in the media landscape for its unmatched engagement, attention, and growth potential, positioning it as a dominant force in digital advertising. It provides unparalleled **access to diverse and hard-to-reach demographics**, including parents, Millennials, and Gen Z, while offering a **high-attention environment that is ideal for impactful brand storytelling**.

Audience

3.2 Billion

Mobile gaming is a massive, highly engaging channel rivaling TV and Social media, yet only 3.9% of mobile ad spend is directed towards it, revealing a major opportunity in media investment.



Why Monetizr

With a network of 340M+ mobile players, Monetizr empowers brands to connect with niche audiences at scale. Don't settle for background noise—choose active, impactful engagement that resonates with your audience and drives results.

Attention

52 seconds

Active user participation, which drives higher attention compared to passive media like TV or social platforms.

Viewability

> 90%

Nearly **unparalleled ad viewability** due to its immersive, full-screen ad formats and the user-driven nature of gameplay.



Activate your audience

Build audiences and activate targeted campaigns across Monetizr's network.



in US

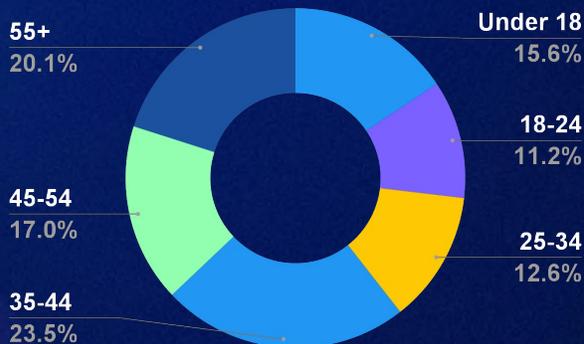
Monthly active users, mil.

178M

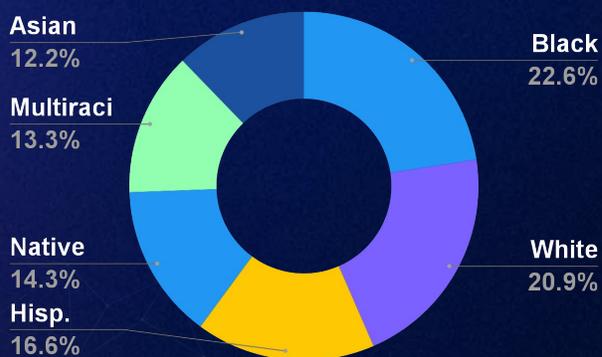
Monthly impressions, mil.

949M

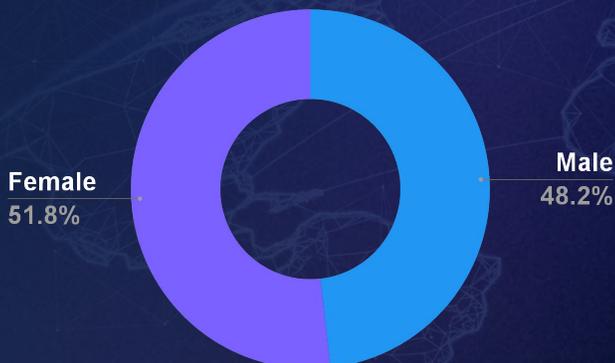
Age groups, %



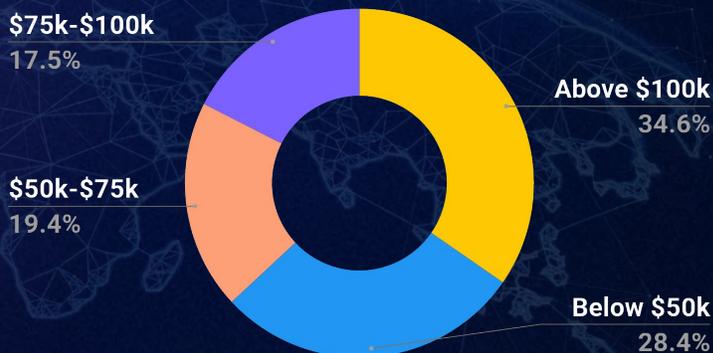
Ethnicity, %



Gender split, %



Income, %



Curious to learn more? Let's chat!

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