



Overview

In Q4 2024, Theraflu's campaign in Poland demonstrated how mobile gaming engages audiences through voluntary, rewarded interactions that respect player choice. By integrating seamlessly into casual games, the brand created meaningful moments that boosted both attention and intent. The pilot proved gaming drives strong lifts in purchase intent and message recall.

The goal

Test a new media channel that could deliver both longer attention time and measurable brand outcomes - aligned with Haleon's shift toward quality media and attention-based planning.

Brand: Theraflu (Haleon)

Market: Poland

Ad format: Monetizr's Branded Takeover

Inventory: Casual games

Key results

+13.3% lift in purchase intent

+11.4% message recall lift

36.9 sec average attention (+85% vs. benchmark)

60.8%–64.3% engagement rate (+61% vs. benchmark)

94.4%+ video view-through rate (+57% vs. benchmark)





Challenge

In a crowded media environment, Theraflu faced the challenge of breaking through ad fatigue with **quality attention** that directly moves business KPIs — especially purchase intent.

Haleon's shift toward **attention-based planning** required new, measurable, and audience-respected media formats.

Solution

Theraflu partnered with Monetizr to deploy a fully opt-in Branded Takeover campaign inside top mobile games.

This user-first approach turned ads from interruptions into rewarding gameplay experiences.



*Branded button is an exclusive placement offered by Monetizr. It's optimized to capture user's attention and **turn awareness into engagement - a click.**



Theraflu Branded button* is activated across a network of brand-safe games.



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



An interactive experience not only educates consumers, but also prolongs the attention time.



Players get a digital reward. It is presented by Theraflu, therefore driving brand favorability.



Results

Metric	Theraflu campaign	Haleon benchmark	% Above benchmark
Attention time	36.9 sec	20 sec	+ 85%
Engagement rate	60.8 - 64.3%	40%	+ 61%
View-through rate	94.2 - 94.5%	60%	+ 57%
Purchase intent	+ 13.3%		
Ad recall	+ 11.4%		

Insight

Branded reward loops may reinforce message encoding. The campaign paired a branded button with a rewarded video and a branded in-game reward — and coincidentally recorded a message recall of +11.4%. This points to a cognitive link between positive gameplay moments and brand memory. Reinforcement mechanisms may matter more than format length.

“ It’s not just about getting the most attention, it’s about getting the right kind of attention that moves the KPIs we care about. ”



Phil Jackson

Global marketing effectiveness
innovation director

HALEON

Why gaming, why now?

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**.

Insights

- Mobile gaming reaches **200M+ Americans daily**
- **60–65%** of players are women
- Core audiences spanning **ages 25 to 54**
- Gaming delivers **4–12x more attention** than social or display ads
- Time spent in mobile games rivals social media, yet gaming still receives **<5% of global ad budgets**
- Rewarded gaming formats have **VTRs exceeding 90%**, outperforming Meta, YouTube, and display benchmarks



Why Monetizr?

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

User-first ad formats that users opt into

Long-form attention: 30+ seconds vs. 3-7 seconds on social media

1st party data capture capabilities no other network has

Built-in and 3rd party measurement (delivery, attention, brand lift, sales lift)

CPG experience at scale with:



P&G

MARS

DUDE



Pernod Ricard



Secret.

Twix



CHewy

We don't just run ads. We build brand moments users remember.

Let's talk!

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