



How **Tide** creates immersive experience in mobile games

Rewarding the players, while increasing brand purchase intent





About

Tide is one of the world's most successful laundry detergent brands which is manufactured, marketed, and owned by **Procter & Gamble**.

Introduced in 1946, **Tide is the highest-selling detergent brand in the world** and has become an iconic brand known for setting industry standards in cleaning power.

The challenge

CPG brands face the challenge of authentically engaging with diverse, hard-to-reach audiences within saturated marketing channels.

Traditional channels often fall short in capturing the attention of today's consumer, making it **essential for brands like Tide to explore emerging media channels** that align with the changing consumer behaviors and preferences while **hitting their media efficiency and effectiveness targets**.

The goal

Tide's goal is to **strengthen brand equity** with Gen Z and Millennial consumers **while achieving Reach, Efficiency, and Effectiveness targets**. By tapping into mobile gaming placements, Tide aims to reach millions of engaged users while pushing the standards for attention, viewability and engagement.

The native and reward-based ad units ensure that Tide's storytelling is user-initiated, creating an engaging player **experience that drives measurable outcomes like purchase intent lift**.

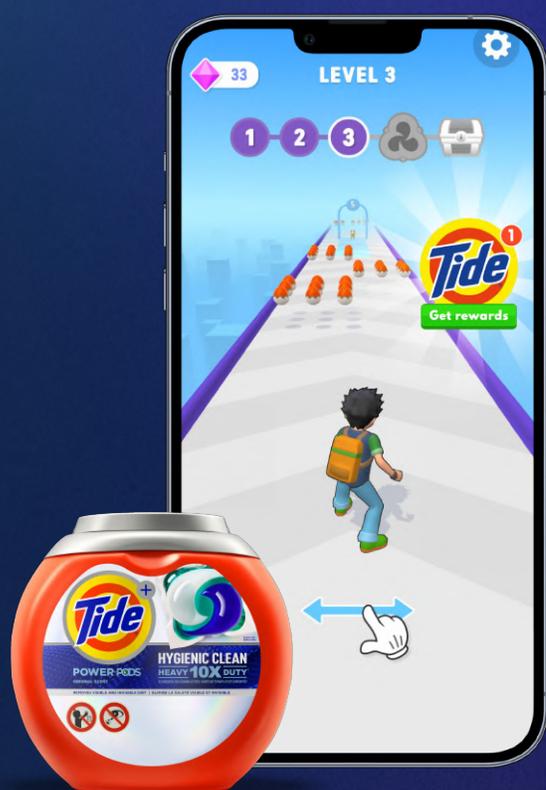




The solution

Tide partnered with Monetizr to activate a **tailored gaming campaign targeting U.S. consumers aged 18+**, leveraging its expansive network of 178M casual mobile players.

The strategy focused on injecting **Tide's messaging into gameplay through Monetizr's premium and native ad units**, ensuring a seamless and engaging experience for players.



→ **100% opt-in placements that drive purchase intent**

→ **Easy to activate with existing assets** (logo + video assets)

→ **Direct and Programmatic placements**

By using Monetizr's ad units, the campaign was **optimized for attention, viewability and user engagement**, delivering high standards of effectiveness while maintaining efficiency in reach and frequency.

Each attentive second spent interacting with Tide's content **enhanced key brand metrics** across the sales funnel, including **awareness, favorability, consideration, and purchase intent**. [Read more about attention here.](#)





Inside the campaign

How Tide rewarded the players while increasing purchase intent



STEP 1

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



STEP 2

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



STEP 3

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



A - Mission indicator

B - Brand logo

C - CTA button

*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.**



Results: CPG benchmarks

Monetizr's placements deliver 30x more attentive seconds compared to social media benchmarks, highlighting the unmatched efficiency and effectiveness of mobile gaming. With industry-leading attention and viewability metrics, **CPG brands are achieving significant lifts in ad recall, brand favorability, and purchase intent** —proving the power of attention-driven advertising.



Attentive seconds*

52 sec

per user



Video completion rate

94%



Viewability

>90%



Purchase intent

+26%

***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.

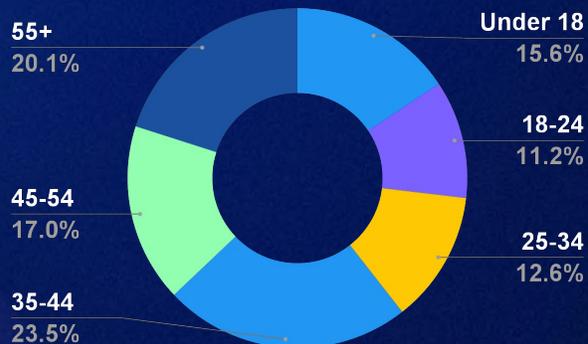


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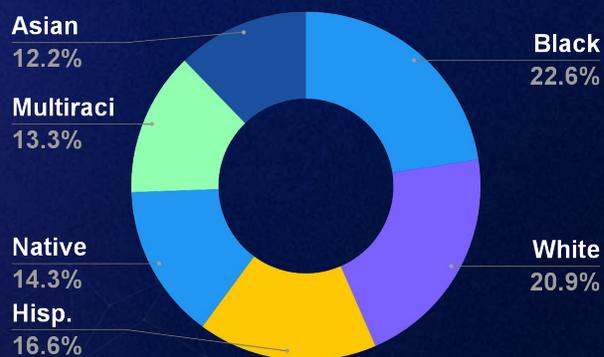
Monthly active users, mil.
178M

Monthly impressions, mil.
949M

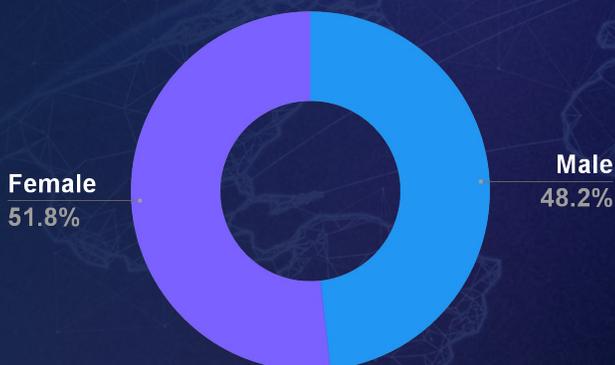
Age groups, %



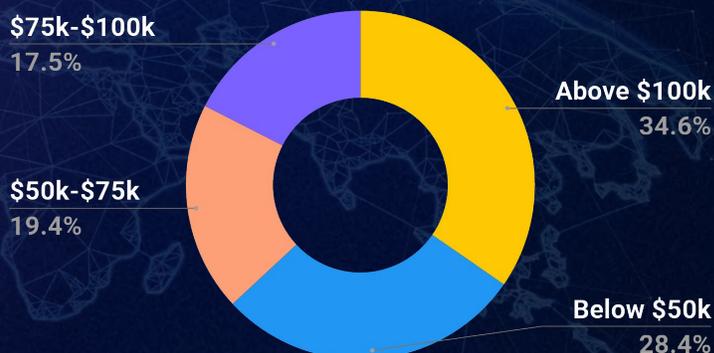
Ethnicity, %



Gender split, %



Income, %



Curious to learn more? Let's chat!

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