

SONOS :  
MODERN MUSIC LOVERS

# OBJECTIVE

Target a key modern music lover audience and deliver a creative e display campaign that highlights the brand messaging of different room states

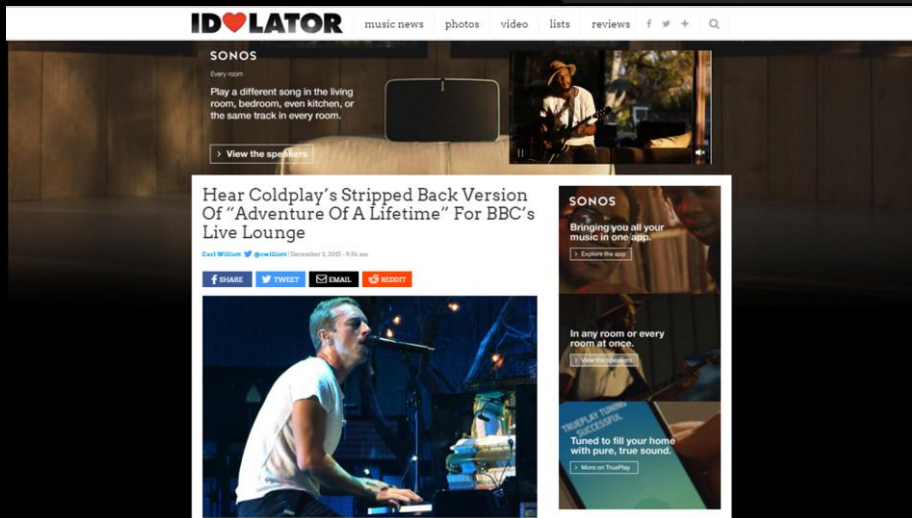
## REMOTE CONTROL PANORAMA

We created a custom takeover with accompanying HPU that allowed users to select different videos when interacting with the sections of the HPU

## SUCCESS

- › 82% Viewability
- › 51% Video completion rate
- › 3.6x CTR vs. format benchmark

Desktop panorama was accompanied by tablet and mobile interstitials for multi-screen presence



**WOOT!**  
MEDIA