

Anker's first US TV campaign boosts key brand health metrics



Challenge


Anker, known for its high-quality charging accessories, aimed to launch its new Nano Series, the fastest USB-C to iPhone charger, in the US market. They faced the challenge of building brand recognition and driving product awareness during the highly competitive holiday season.



Approach

Anker strategically chose GroupM Nexus' Advanced TV solution for its ability to reach a large and targeted audience. Leveraging data-driven insights, the team used Audience Planner to build custom audiences of iPhone owners with \$50K+ household income, and within ZIP+4 level, ensuring their message reached the most receptive consumers. The campaign aired across premium Connected TV environments with quality, curated content to maximize visibility and engagement. The campaign performance was continuously optimized based on real-time engagement data, ensuring maximum impact and efficiency.

Anker Nano

 The Fastest Charge
for Your USB-C iPhone





Results

Anker's Advanced TV campaign proved highly successful in achieving its objectives. The campaign reached over 7 million households, demonstrating significant reach within the target market. Engagement levels were exceptional, with a 97% average video completion rate, indicating strong audience interest and message resonance.

Furthermore, the campaign delivered a 3.4% lift in product awareness, a 2.8%* rise in online ad awareness, a 4.4% lift in key message recall, and a 2.9%* lift in brand recommendation, exceeding industry benchmarks and demonstrating the campaign's effectiveness in driving brand metrics.

Anker's strategic approach to Advanced TV advertising resulted in a resounding success, effectively building brand awareness, driving product consideration, and solidifying their position in the competitive charger market.

*statistically significant lift

7M

Unique households reached

2.8%

Rise in online ad awareness

2.9%

Lift in households recommending Anker

