

How premium CTV environments delivered incremental reach and exceptional engagement for PRYPCO

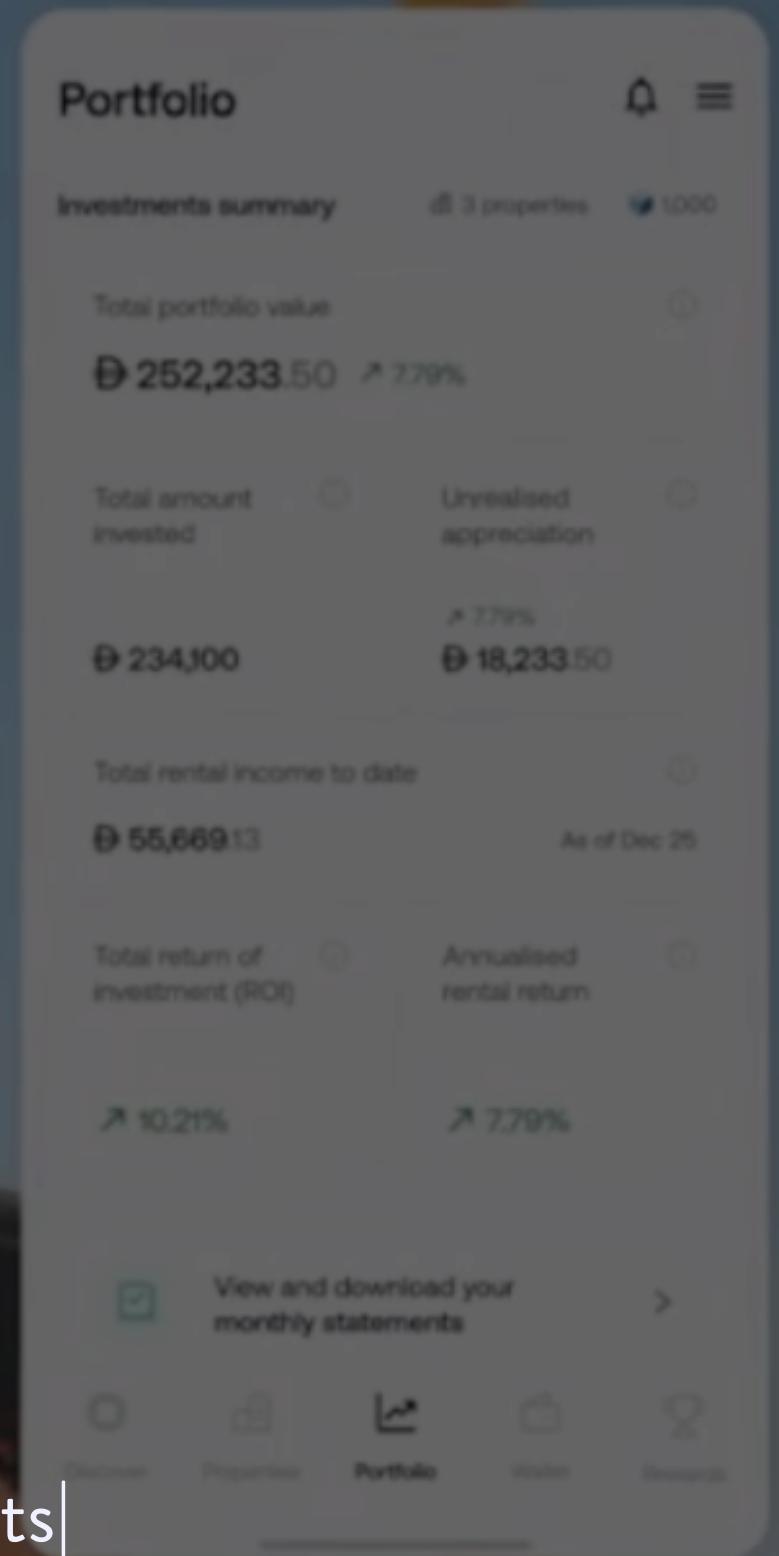
PRYPCO Blocks launched a CTV campaign to strengthen brand presence, promoted by regional celebrities. The campaign was delivered across a curated selection of premium, brand-safe CTV environments.

| 94.6% completion rate | Reached 100,000+ households in premium CTV environments|

Completion rates were well above CTV category benchmarks across all participating channels.



Delivered across leading global and regional CTV platforms, combining premium reach with brand-safe, high-attention environments.



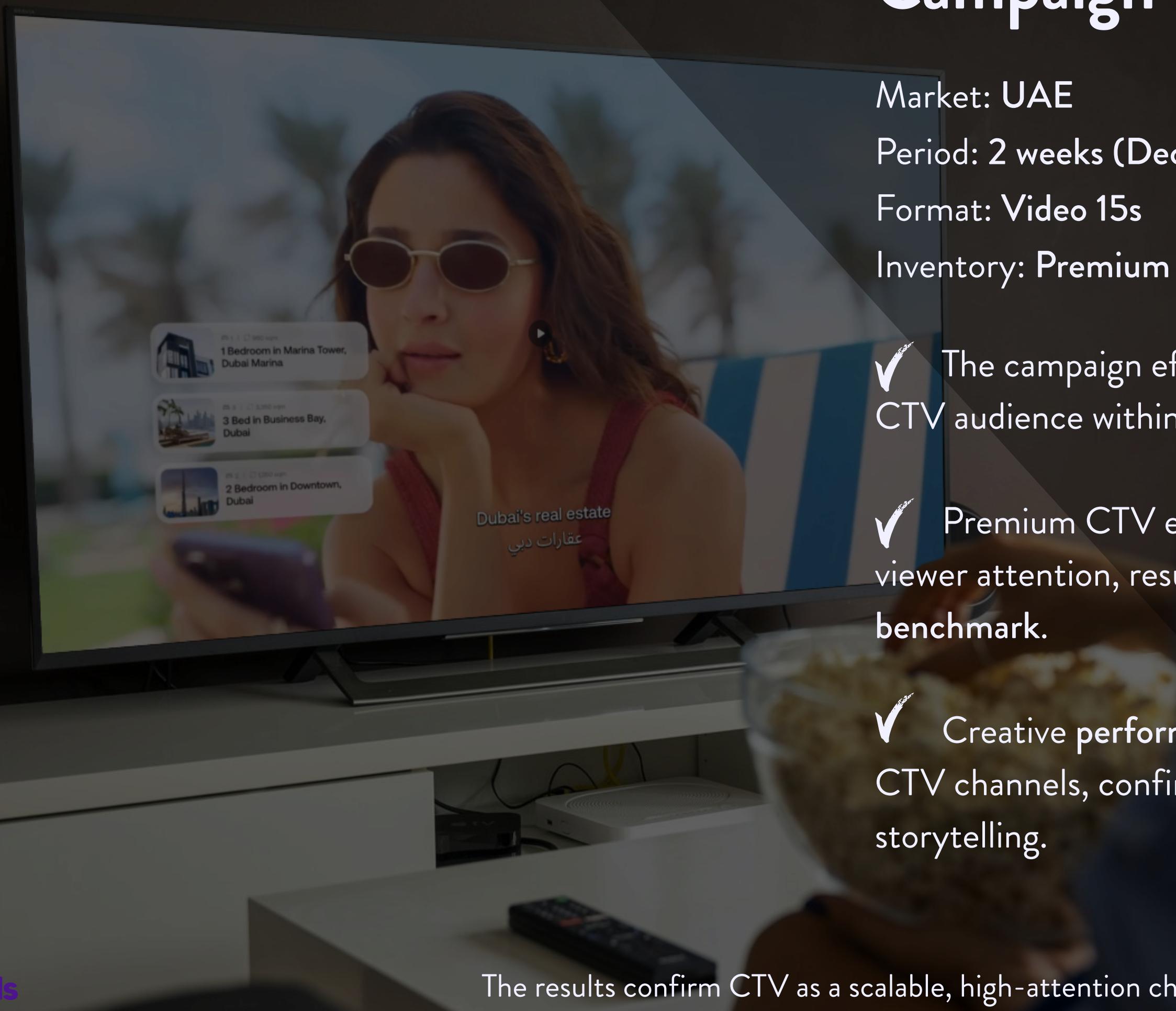
Campaign Insights

Market: UAE

Period: 2 weeks (Dec 2025)

Format: Video 15s

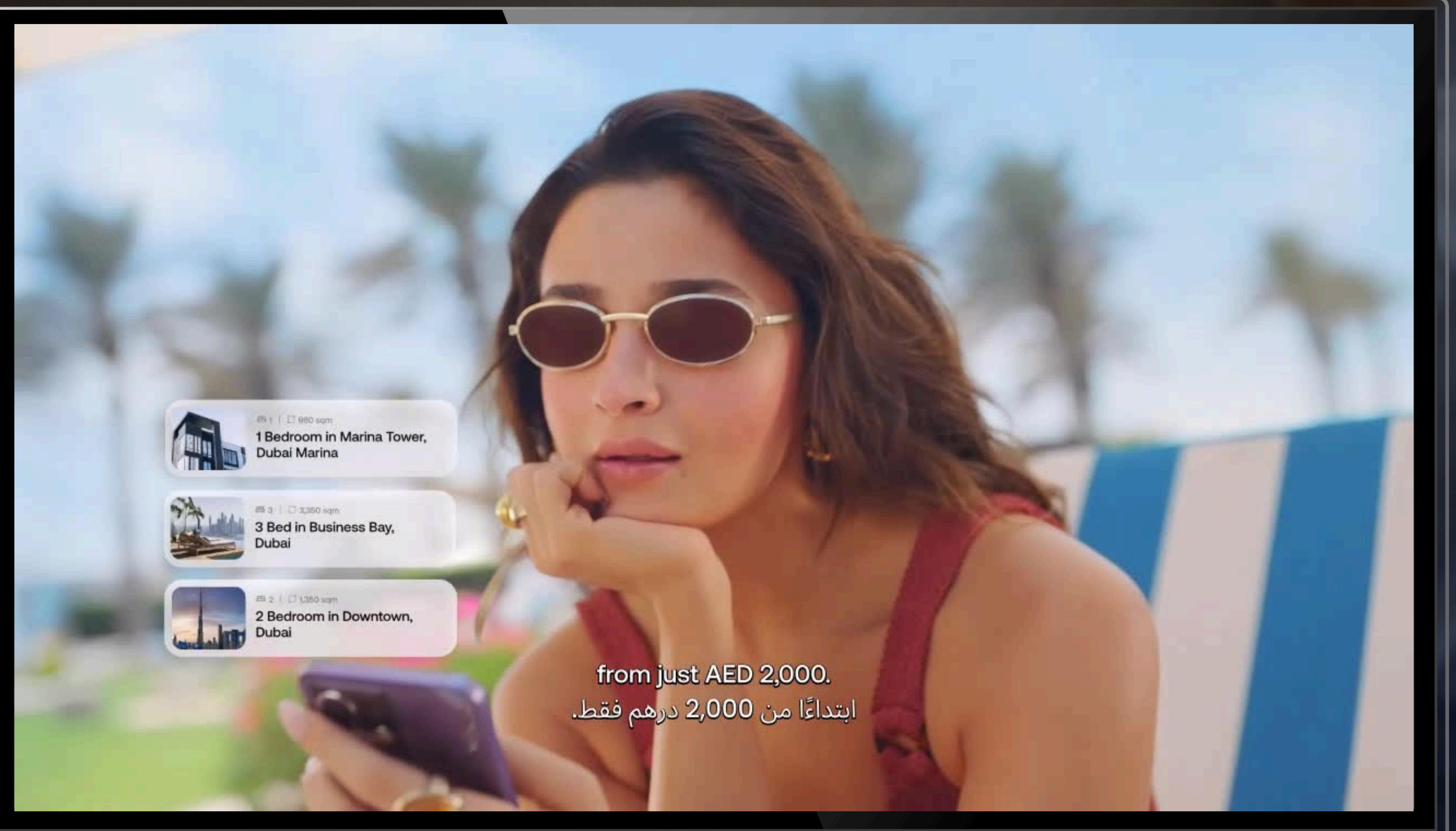
Inventory: Premium CTV



- ✓ The campaign efficiently reached a large, high-quality CTV audience within a short campaign period.
- ✓ Premium CTV environments consistently drove high viewer attention, resulting in completion rates well above benchmark.
- ✓ Creative performance remained consistent across all CTV channels, confirming strong suitability for big-screen storytelling.

The results confirm CTV as a scalable, high-attention channel within PRYPCO's broader video strategy.

PRYPCO 15s Video used in CTV campaign



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