

PROUDLY SUPPORTING

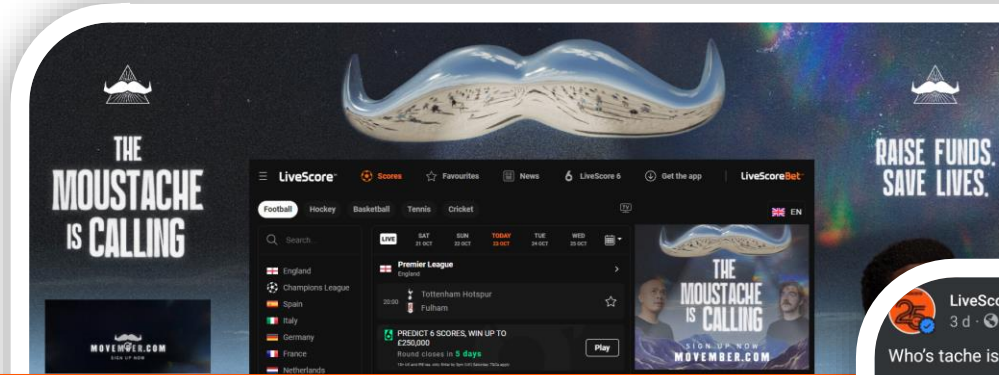


THE CHALLENGE

Movember is a charity driving awareness and funds to change the face of men's health on a global scale. To achieve this, they need to connect with men, to promote awareness around their key cause areas of mental health, suicide prevention, prostate cancer & testicular cancer and encourage sign ups and donations during the annual Movember campaign.

THE INSIGHT

LiveScore has a monthly UK audience of over 2 million men, and through Kantar research we knew that 55% of our male community had given to charity in the last 12 months, and that our users have a strong affinity to charities that have positioned themselves around sport*.

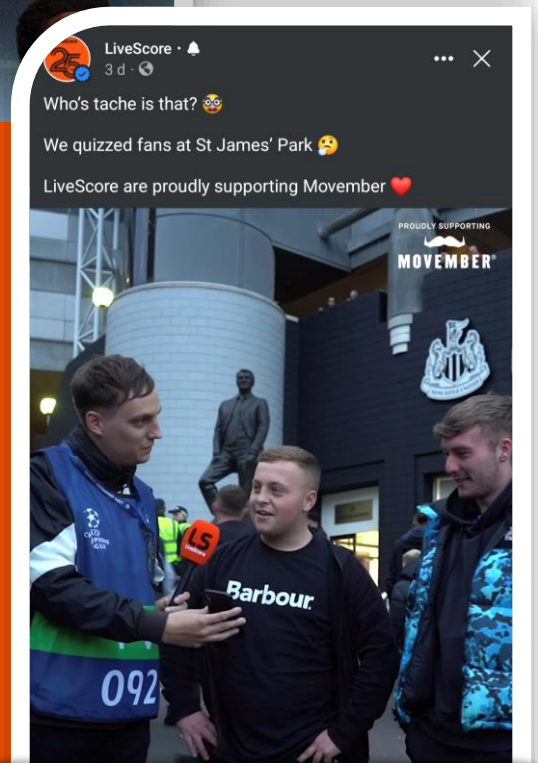


Desktop Skins
(CTR: 0.38%)

THE SOLUTION

LiveScore supported Movember by building awareness in the lead up to the Movember campaign with our premium digital display across desktop, mobile and app. The run of site drove hype, buzz, and most importantly sign ups amongst our users in the lead up to the Movember kick-off.

We know that fun is at the core of why people sign up for Movember. As such we wanted to lean into the edginess, irreverence and humour of their brand. To do this we activated custom social content, such as our "Best Moustache XI" & "Whose tache is that?" and supplemented this with our much-shared Team of the Week.



Social Posts
(1.9m impressions)

RESULTS

7.4%
social
engagement rate

9.2m
delivered display
impressions