

HOW VIBRANT EMOTIONAL HEALTH SHATTERED PERFORMANCE BENCHMARKS WITH FIRST-TO-MARKET PROGRAMMATIC FLEX SKIN

1.74%
CTR

Delivered 1.74% CTR, over the 1% benchmark, through custom Flex Skin execution

**First-to-Market
Innovation**

Pioneered programmatic delivery of high-impact creative formats

**Premium
Contextual
Targeting**

Precision-targeted Hardcore Gamers 18-34 across premium publisher network

ABOUT VIBRANT EMOTIONAL HEALTH

Vibrant Emotional Health (Vibrant) is a leading nonprofit organization dedicated to mental health advocacy and crisis intervention services. In partnership with Prager Creative, OpAD Media launched and activated a campaign strategy through their in-house tech stack, OMtd Innovations, during Mental Health Awareness Month. This strategy aimed to break through the noise and reach young adults, a demographic notoriously difficult to engage with traditional mental health messaging.

V!brant
Emotional Health

THE CHALLENGE

REACHING AN UNREACHABLE AUDIENCE

Mental health awareness campaigns face a unique challenge: how do you deliver important messaging to audiences who actively avoid traditional advertising? Vibrant Emotional Health needed to reach Hardcore Gamers (who play games 29+ hours a week) aged 18-34, a demographic with sophisticated ad-blocking behaviors and banner blindness.

Vibrant partnered with Playwire, to expand reach across US gamers by accessing exclusive gaming publishers and inventory as well as leveraging audience segments based on gaming titles, genres and content consumption. Beyond standard video and display placements, a high-impact and relevant ad in a contextually relevant environment allowed Vibrant to break through the clutter and drive the impact of such an important message.

BREAKING NEW GROUND

WITH PROGRAMMATIC FLEX SKIN

While the industry has long treated high-impact creative formats and programmatic buying as mutually exclusive, Playwire saw an opportunity to change the game entirely.

Working in partnership with Magnite, we developed the first-to-market solution for delivering fully customized Flex Skin creative through programmatic pipes. This wasn't just an incremental improvement: it was a fundamental shift in how premium creative formats could be bought and delivered at scale.



VIBRANT'S

EXECUTION STRATEGY

CONTEXTUAL PRECISION TARGETING

Reached **Hardcore Gamers 18-34**
through Playwire's Gaming Sites

CUSTOM CREATIVE INTEGRATION:

Developed **Flex Skin creative** that felt
native to gaming environments

MULTI-FORMAT AMPLIFICATION:

Supplemented with **targeted display
and video Deal IDs** across the US and
Puerto Rico markets

REAL-TIME OPTIMIZATION:

Leveraged **programmatic infrastructure**
for continuous performance optimization

RESULTS THAT REDEFINED EXPECTATIONS

The custom Flex Skin delivered a 1.74% CTR, 74% above our 1% benchmark for this format. But the real win wasn't just the performance metrics. Playwire FlexSkin High Impact Display placements drove average session durations on the campaign landing page nearly 2x longer than other programmatic display formats.

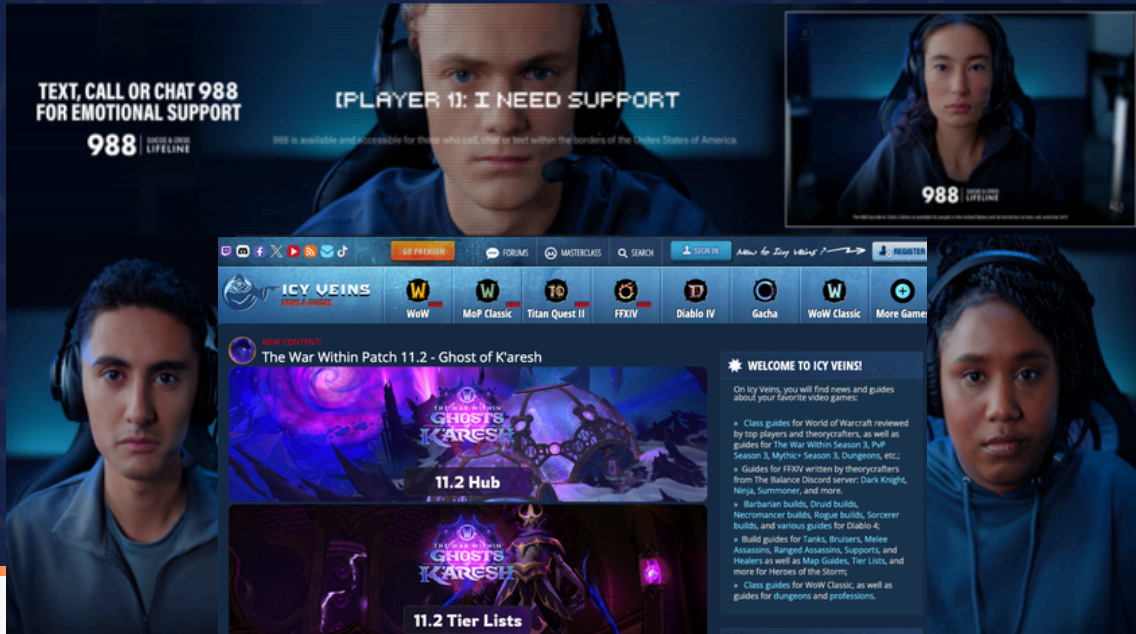
This campaign proved that high-impact creative formats don't have to sacrifice the precision and efficiency of programmatic buying. We essentially solved a puzzle the industry has been working on for years: delivering premium creative experiences with programmatic targeting precision.

SETTING A NEW STANDARD

What makes this campaign significant isn't just the performance, it's the precedent. By adding and successfully executing programmatic Flex Skin delivery to their 2025 campaign, Vibrant opened up entirely new possibilities for high-impact digital advertising to one of their core audiences.

The campaign demonstrated that premium creative formats and programmatic efficiency aren't opposing forces. When executed correctly, they amplify each other. The result is advertising that performs better, reaches more precisely, and delivers genuine value to both advertisers and audiences.

The 74% performance lift above benchmark isn't just a number. It's validation that when you combine technical innovation with deep understanding of audience behavior and premium creative execution, you can achieve results that seemed impossible just months ago.



Combine cutting-edge custom elements with targeted high-impact media to deliver efficiency and effectiveness.

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