

Driving awareness for Paramount+ rebrand

Objective

Surrounding the highly-anticipated rebrand of CBS All Access to Paramount+, Paramount Global needed to both retain existing current users and attract new viewers to not only subscribe to the app, but also continue to engage with the app.

Solution

Samsung Ads harnessed the power of its unrivaled data, strategic partnerships and impactful ad solutions to make Paramount+ a must-have app. Campaign tactics included:

- Targeted both current CBS All Access users and potential viewers using a winning combination of trusted Samsung Ads 1P data and impactful viewer segments
- High-impact ad experiences with strategic pre-launch, launch, and post-launch flighting including Samsung's highly sought after First Screen and Discovery Masthead placements that ensured Paramount+ would reach a viewer across every point of their TV
- Strategic mix of video creative showcased the mountain of content available on Paramount+ across cross-device video, CTV and Samsung TV Plus

Value and impact

The campaign reached half of all unique Samsung TVs during the rebrand flight and produced amazing results. During the March 2021 rebrand from CBS All Access to Paramount+, the number of monthly active unique users nearly doubled. A year later, monthly active unique users more than tripled and retained and returned users nearly tripled.

850%

Growth in
monthly active
unique users YOY

353%

Growth in
new Paramount+
users YOY

Source: Samsung Ads, Proprietary ACR Analytics, 2021.

