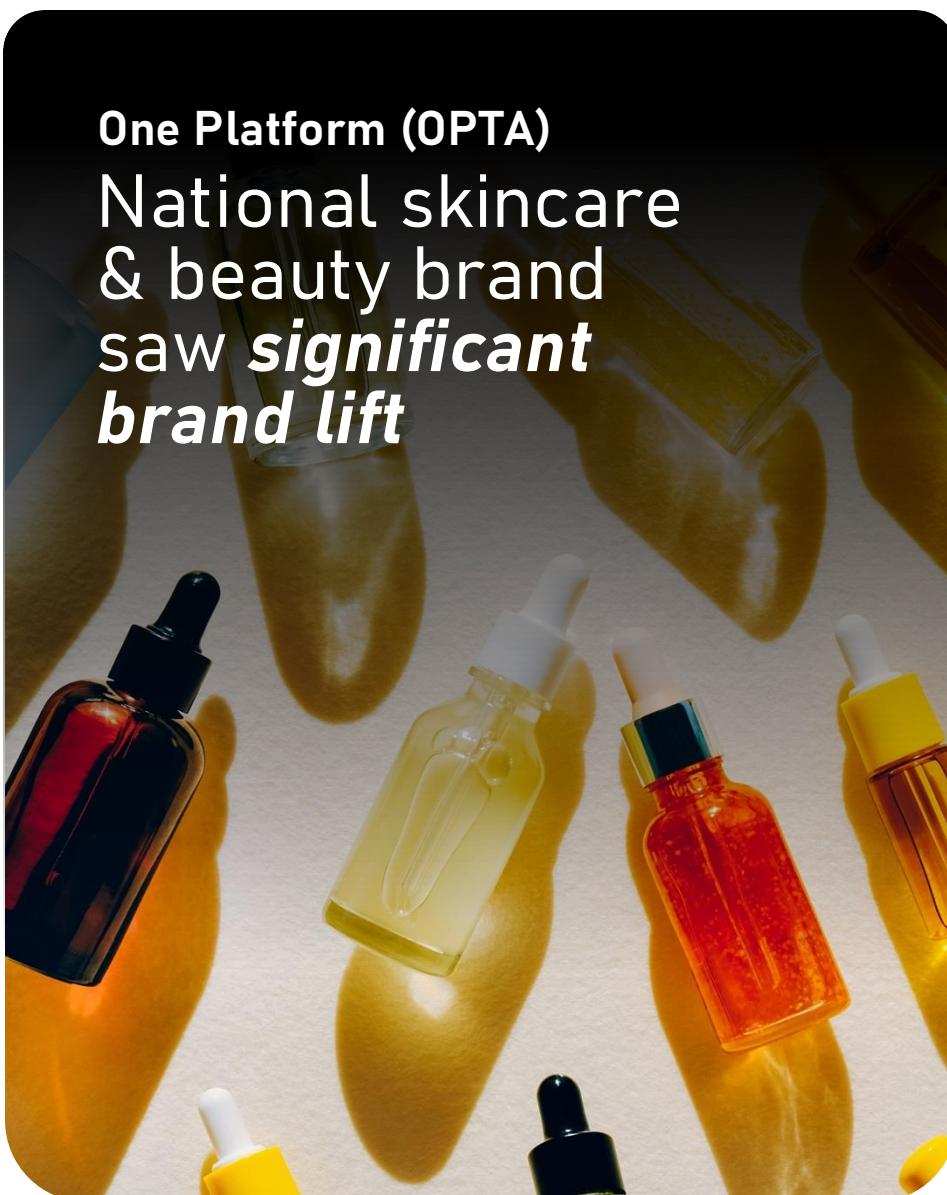


One Platform (OPTA)
National skincare
& beauty brand
saw *significant*
brand lift



+28%
lift in unaided brand awareness

+46%
lift in
viewers telling others
about the brand

+21%
lift in
viewers browsing for
the brand in-store

for exposed vs. control group