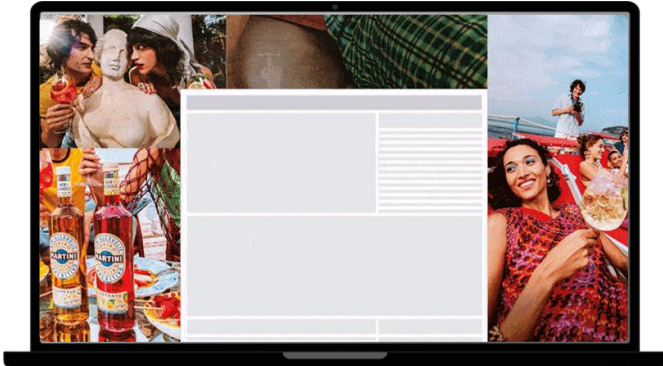


# AI-Driven Campaign Boosts Brand Awareness and Intent for Martini



Martini, the iconic Italian vermouth brand, partnered with GumGum to increase awareness of their new 'Dare to Be' brand positioning and elevate the brand through thoughtful contextual alignments and AI attention optimization.

**73%**

of consumers who viewed the Martini ad recalled the brand

**60%**

of consumers intend to purchase Martini beverages

**+50%**

uplift in click-through rates

We identified the audience at key moments through contextual targeting

Our contextual intelligence helped discover relevant and suitable page-level audience content related to:

- cocktails
- travel
- entertainment
- food and drink
- summer
- lifestyle

Contact your GumGum representative for more info

We engaged the audience with high attention, rich media creativity

