

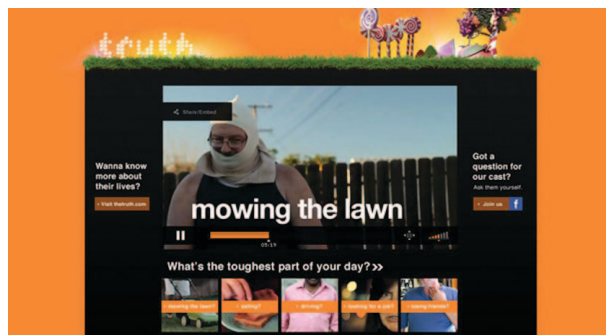
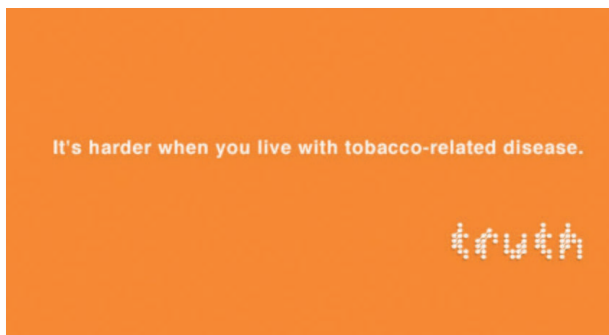
SUCCESS STORY: The Truth Getting Their Buzz On

BACKGROUND AND CAMPAIGN GOALS

The truth® campaign is the largest national youth-focused anti-tobacco education campaign ever. To build awareness around the release of the government sponsored Truth campaign, “Why do they make tobacco taste sweet?”

THE GIANT REALM SOLUTION

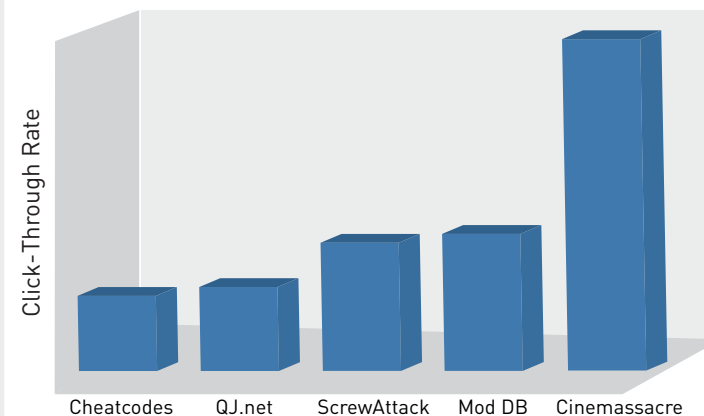
The campaign included several high-impact takeovers and progressive units such as the macrostitial, fixed footer and pre-roll. It also included targeted media for reach.



RESULTS: ENGAGED VIEWERS

The overall campaign performance was a success achieving a high CTR and tens-of-thousands of clicks – and viewers to the campaigns landing pages. The homepage takeover unit was the star of the campaign delivering performance (CTR) that exceeded industry norms. The client was extremely pleased with the results.

Click-Through Rates Achieved Per Site



JOIN THE CONVERSATION

Giant Realm delivers unparalleled access to 18-34 year-old men on the independent web. Call [Tim Taylor](tel:310.526.3181) at 310.526.3181 or visit GiantRealm.com for more information—and follow us on Twitter at [@GiantRealm](https://twitter.com/GiantRealm).

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