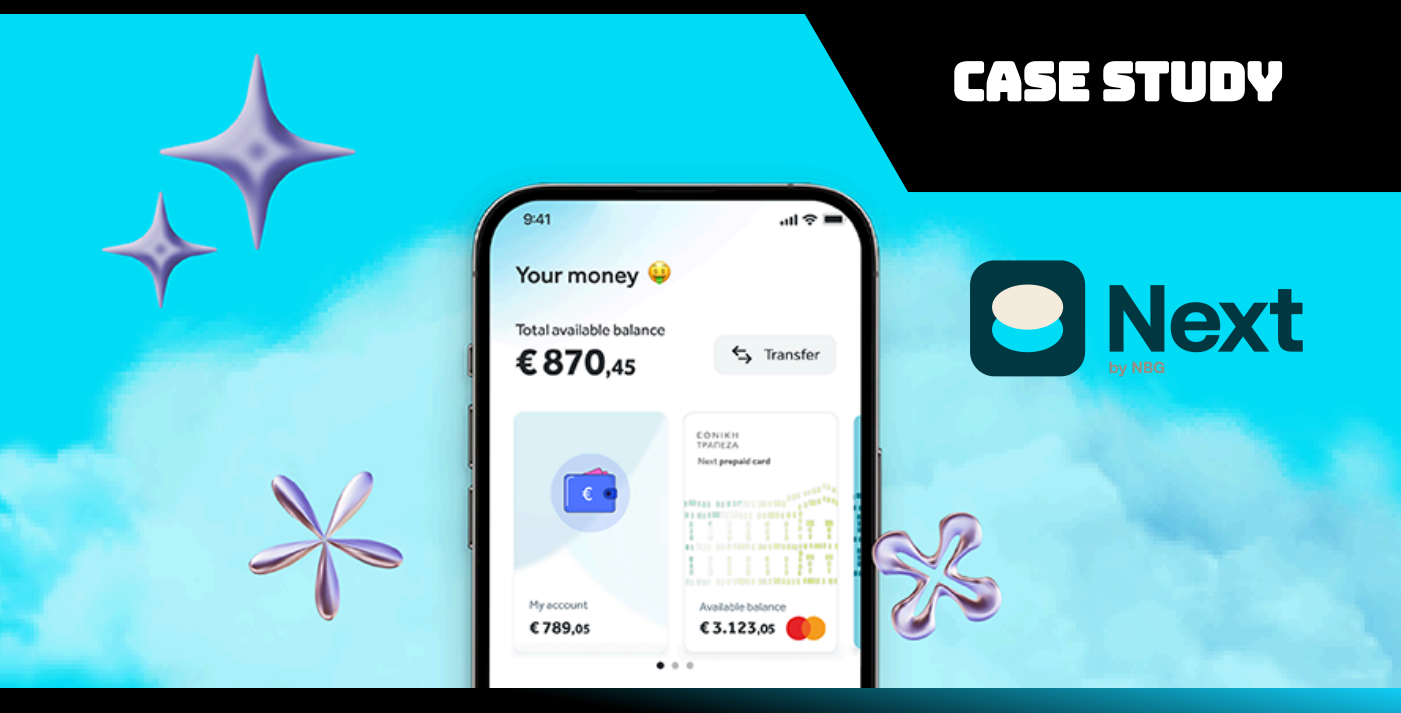




Combining branded playable with video ads for brand awareness and engagement

THE OVERVIEW

Wavemaker partnered with Matter22 on the Next by NBG activation, helping the brand connect with the elusive 18-30 year old demographic. Through interactive, playable ads and rewarded in-game video formats that both educated and engaged — the campaign reinforced Next’s core communication message: “Money management made chill.”

THE GOAL

Position “Next by NBG” as a top-of-mind choice for young adults 18–30 during a competitive period for financial services. The campaign aimed to raise awareness of the brand’s Savings Account and its 2.5% APY, and to drive meaningful engagement with a generation that values authenticity and control.

- **Campaign dates:** 18/06/2025 - 10/07/2025
- **Creative formats:** Custom playable ads and full-screen video ads (rewarded videos) in premium mobile games
- **Location:** Nationwide in Greece

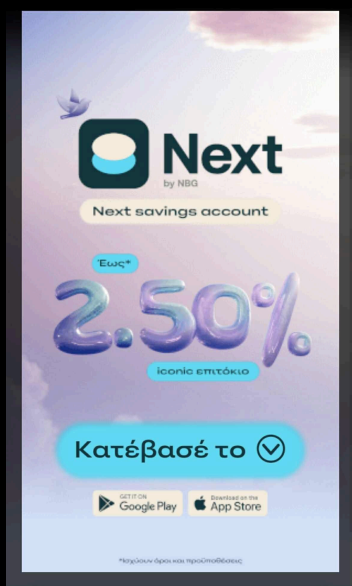
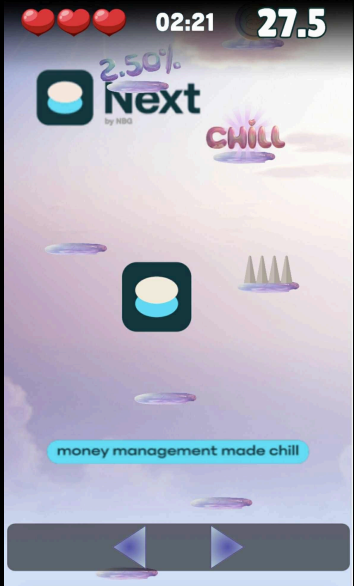
THE SOLUTION

Matter22 crafted a digitally native campaign that integrated seamlessly into one of the core entertainment habits of GenZ: Gaming.

The approach blended high-impact awareness formats with immersive branded experiences across curated gaming environments that resonate with young adults — such as sports and puzzle genres — where engagement is natural, and attention is high.

Two complementary tactics delivered results:

- **Rewarded Video Ads:** Delivered full-screen video spots in mobile games with a “pay-per-complete-view” model to ensure only fully viewed impressions counted — maximizing cost efficiency and view quality.
- **Custom Playable Ad Experience:** Designed a chill, gamified brand experience that echoed the campaign message: “money management made chill.” Users were invited to engage at their own pace, with gameplay lasting over 30 seconds for those who opted in — building deep brand resonance.



THE RESULTS

The campaign proved that gamified media can drive not just impressions, but lasting brand impressions.

Rewarded Video campaign

75% video completion rate

93% viewability

1.5% CTR

Custom Playable ads

487K+ delivered impressions

19.4% engagement rate

40.6% players who won, completing over 30secs of brand interaction

”

Our partnership with Matter22 for the Next by NBG activation perfectly illustrates how combining playable ads with strategic brand integrations can powerfully engage a key demographic.

As Wavemaker, our main goal was to find ways to connect Next by NBG with 18-30 year olds authentically. Matter22’s expertise allowed us to seamlessly embed Next’s ‘money management made chill’ message into Gen Z’s entertainment habits, fostering deep brand resonance through interactive experiences.

This collaboration wasn’t just about impressions; it was about driving engagement that solidified Next by NBG’s position as a top choice for a generation that values authenticity, freedom, and a stress-free approach.

George Bizoumis - Digital Director, Wavemaker