



Multi-Territory TV Campaign

Tripled subscriber base

+210%
YOY increase in subscriptions

Readly develop multi territory TV

Readly, a young tech start up wanted to show the usability of the app and promote the brand in UK, German and Sweden.

A DRTV creative was developed to be adaptable for UK, DE & SE territories. Culturally it was designed to suit all 3 audiences, taking into account script, cast and locations. Versions of the television adverts were made and localised for Germany and Sweden, and video collateral was made to amplify on social channels. [Click here to watch video in gallery.](#)

Overview



Customer:
Readly

Adaptive TV

About:

Readly App is a digital magazine subscription service.

Goal:

Produce a 30sec TV spot for UK with localised versions for Sweden & Germany.

Result:

- ❖ Video asset bank of varying lengths
- ❖ Designed creative to suit multi-national sensibilities
- ❖ TV campaign increased subscriptions by 210%

