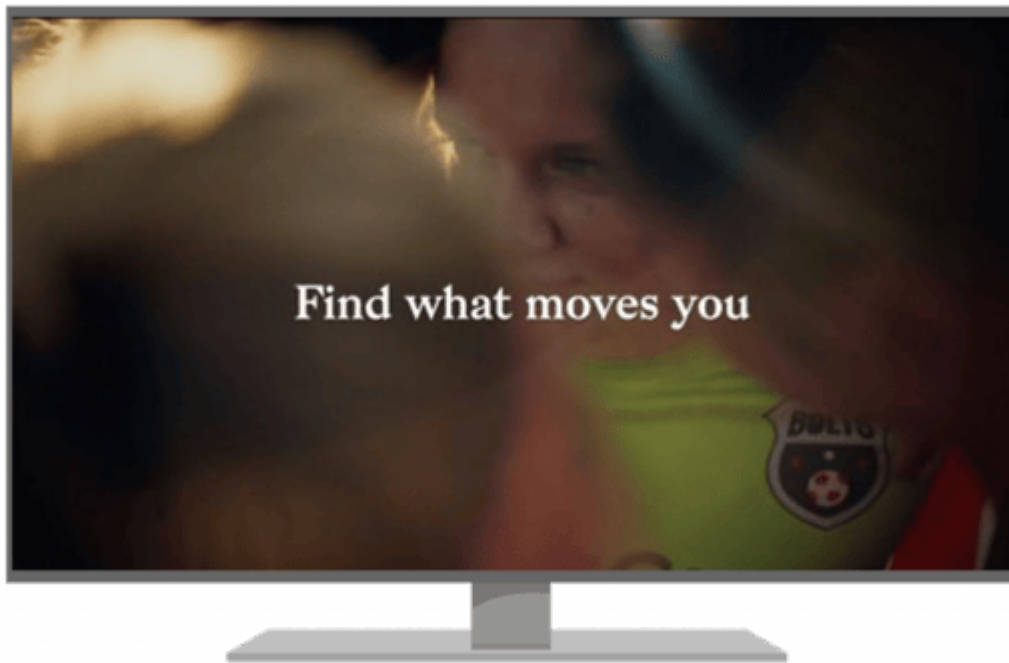


Roku's ACR technology helps deliver 3.3% Incremental Reach to Sport Chek's Linear TV campaign

Sport Chek is Canada's health and wellness destination for looking well, feeling well, and performing well. Sport Chek's role is to help motivate Canadians to get moving and help them achieve their wellness goals. With over 190 stores across Canada, Sport Chek is the destination for FGL Sports, providing customers with both brand name and private brand products.



Objective:

Sport Chek wanted to ensure that their latest campaign was not only seen on linear TV, but also extended to a new audience - connected TV streamers to focus on incrementality and brand consideration vs competitors.

The Solution:

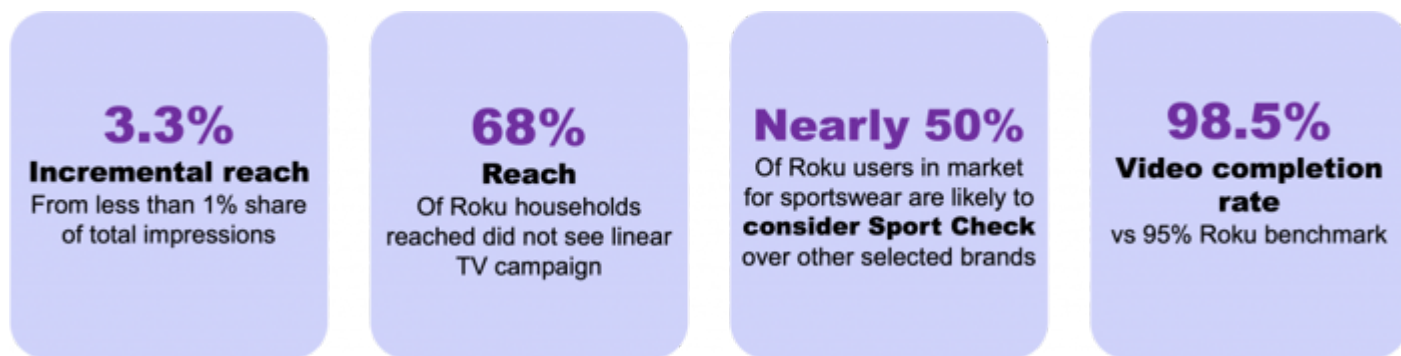
Using Roku's Automatic Content Recognition (ACR) technology and Roku's 1st party registered data, the Sport Chek campaign focused on reaching sports enthusiasts, as well as heavy streamers¹ on Roku who had not seen the linear ad in the past 30 days to achieve incremental audience reach at a household level on top of the linear TV campaign.

Roku Ad Products used:

- Full screen video ads: Non-skippable and audio enabled
- Roku's ACR technology - [download Roku's ACR guide here](#)

- Targeted 1st party audience segments

The Results²:



Want to learn more about Roku Advertising? [Contact us.](#)

Sources:

1-Roku Internal Data: Roku users who stream 8+ hours/week

2-Roku Internal Data Q1 2023

Written by:

Roku Advertising

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