



## How Entain & AdsWizz Used Podcast Advertising to Boost Brand Awareness & Favorability for Bwin



**+20ppt** lift in awareness



**+6ppt** lift in favorable perception



**+10ppt** lift in purchase intent

### THE CHALLENGE

Entain, a global sports betting leader, launched Bwin's first podcast ad campaign to understand how humor, sports themes, and music influence brand performance. With a strong presence across Europe, Bwin needed the campaign to resonate during the Euro Cup and drive measurable lifts in awareness, favorability, and intent. Entain partnered with AdsWizz for distribution and Veritonic to **measure creative and campaign effectiveness**.

### THE SOLUTION

Veritonic conducted a **brand lift study** among regular podcast listeners in Germany, focusing on popular genres like Sports, Comedy, and News. The goal was to measure how Bwin's humorous, German-language ads — featuring sports themes, upbeat music, and clear brand mentions — impacted awareness, favorability, and intent. Veritonic delivered actionable, statistically validated insights on what made the creative resonate.

### THE RESULTS

Veritonic's measurement showed that Bwin's podcast campaign drove meaningful lifts in key brand metrics:

- +20 ppt lift in brand awareness among the total exposed audience
- +15 ppt lift in awareness among podcast listeners who engage with live events
- +10 ppt lift in brand awareness across the broader Entain audience

Favorability also saw a double-digit lift among male respondents, with:

- +6 ppt lift in favorability among all exposed audiences
- +9 ppt lift in favorability among live event fans

Among 35–54-year-olds, Veritonic recorded a +10 ppt lift in purchase intent, showing the campaign's strong impact on a key demographic.