

## ShowHeroes' CTV Innovation Team launches Custom Animations for Connected TV.

**Berlin, 27 June 2023 – ShowHeroes, a global leader in digital video content, tech, and advertising solutions, continues the extension of its creative services with the launch of [Custom Animations for CTV](#).**

This innovative and highly customizable format is designed to elevate brand experiences on Connected TV (CTV) platforms. It yields high levels of engagement due to the incorporation of interactive elements and animations, e.g. QR codes, on the frame of the ad creative. The product will be made available across all of ShowHeroes' markets and will be offered in two distinct levels: Custom QR Code and Full Custom Animation.

**Custom QR Code:** This level of customization revolves around the QR code, providing brands with the ability to incorporate their logo and key elements tailored to their brand identity. The result is a visually captivating and brand-aligned animated QR code.

**Full Custom Animation:** Going a step further, Full Custom Animation extends the animation to the entire frame surrounding the video. This level of customization takes part of the screen presence and integrates a wide range of eye-catching and intriguing animations, enabling users to access more information about the product, scan the advertiser's website, or explore promotional offers.

To ensure the perfect execution of each brand's vision, ShowHeroes offers a comprehensive consulting process, working closely with agencies to present

# SHOWHEROES

creative proposals and facilitate a seamless transition into production.

ShowHeroes Studios, our in-house content arm renowned for its expertise in video production and commercials, is the main driver behind this addition to the CTV ad solutions portfolio.

“At ShowHeroes, we continuously strive to revolutionize the digital advertising landscape, and the launch of Custom Animations for CTV is a testament to that commitment. It’s the next milestone of the newly formed CTV Innovation Team and extends our creative offerings for the CTV screen,” says Sarah Lewis, Global Director CTV.

“The unlimited potential for brand interaction lies in the ability of QR codes on CTV to generate immediate engagement on second screens.” mentioned Sabela Ruiz, Global Senior Commercial Product. “Being able to measure the user’s interaction with the brand leads to greater ad engagement, brand recall and ultimately sales. According to the ShowHeroes Group CTV study, “Why CTV Reigns Supreme in the Attention Economy” released last May, CTV is the preferred entertainment platform across Europe with 80% of users preferring it to linear TV.”

## **About ShowHeroes**

ShowHeroes is a global leader in digital video, offering content, tech, and advertising solutions.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of over 6500 websites, promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes’ cookieless solutions, such as contextual and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

# SHOWHEROES

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020. Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, SaaS video solution Viralize, and The Digital Distillery, a networking event and content platform, the group employs almost 500 people worldwide with operations in 35 strategic hubs throughout Europe, LATAM, the US and Asia.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021 and 2022. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the Advertising & Marketing sector.

More information on [showheroes.com](https://showheroes.com)