

Press Release

14 June 2024 12:38:00 CEST

Advertly to Showcase New Innovative In-Play 2.0 Display and Video Ad Solutions at Cannes Lions International Festival of Creativity

Advertly is thrilled to announce our participation in this year's Cannes Lions International Festival of Creativity, from June 17th to 20th. As the world's premier event for creative communications, we are excited to join industry leaders, innovators, and visionaries in celebrating and advancing the art of advertising.

Attendees of Cannes Lions 2024 will have the exclusive opportunity to experience Advertly's groundbreaking In-Play 2.0 advertising solutions firsthand. Our In-Play 2.0 ads are designed to integrate seamlessly into gaming environments, ensuring a non-intrusive yet highly engaging brand experience for players. By blending performance based advertisements naturally within the gameplay, we offer brands a unique way to connect with audiences without disrupting their immersive experience.

This next-generation advertising format builds on our existing technology to offer even more sophisticated and performance-based placements within games. In-Play 2.0 promises enhanced targeting capabilities, improved analytics and richer creative options, enabling brands to create more impactful campaigns.

Our esteemed CEO, Jonas Söderqvist, along with our Senior Demand Account Manager, Reysi Sağyağ, will be present in sunny Cannes, eager to demonstrate how Advertly's innovative technology is driving brand engagement through immersive in-game advertising. Schedule a meeting with them to learn more about how our solutions can enhance your advertising strategy and reach a diverse and engaged audience.

"We are excited to showcase our new and upcoming In-Play 2.0 at Cannes Lions 2024," said Jonas Söderqvist. "This new format represents the future of in-game advertising, combining cutting-edge technology with trailblazing branding and ad performance opportunities for media buyers, to deliver ads that are not only effective but also enhancing the gaming experience."

Join us at Cannes Lions to see how Advertly is pioneering the future of immersive in-game advertising. Whether you are looking to elevate your brand through seamless in-game ads or eager to explore the potential of our In-Play 2.0 format, our team is ready to guide you through the possibilities.

We look forward to seeing you there and exploring how we can help drive your brand's success through innovative in-game advertising solutions.

For more information or to schedule a meeting, please contact:

- Jonas Söderqvist, CEO, Advertly: jonas.soderqvist@advertly.com
- Reysi Sağyağ, Sr. Demand Account Manager, Advertly: reysi.sagyag@advertly.com

For further information, please contact:

Pontus Dahlström, CFO
Phone: +46 709 13 60 03
E-mail: pd@adverty.com

About Adverty

Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.

Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at www.adverty.com.

Attachments

[Adverty to Showcase New Innovative In-Play 2.0 Display and Video Ad Solutions at Cannes Lions International Festival of Creativity](#)