

Sharp Electronics Case Study

NaturalPath Media, the world's largest media network for sustainable and healthy lifestyles, works with advertisers to develop customized campaigns that increase brand engagement among a targeted audience.

Who: Sharp Electronics

Goal: Demonstrate Sharp's innovative & progressive thinking & technology, converse with potential consumers about the Sharp Aquos

Target: Savvy, social-conscious, & technically-minded consumers

Message: Sharp provides a superior consumer experience; Sharp is an eco-conscious company dedicated to solar energy innovation



Contextually targeted content & Sharp roadblock on NPM publisher EcoGeek.org

How NPM Helped Sharp:

- NPM partnered with consumer electronics pioneer Sharp to build its brand awareness in a contextual environment around the recent UN Climate Change Conference (COP 14) in Poznan, Poland
- By enabling discussion around the advertiser's message, NPM delivered out-of-the-box performance to Sharp with an above-average CTR

"NaturalPath is a reminder why vertical ad networks exist. They delivered outstanding performance, with scale. The feedback we received from consumers and site owners alike was extremely gratifying."

Mark Karlan
AMD, Lowe NY