

Case Study

CMI Media Group and Anoki AI Drive Breakthrough Brand Lift in CTV Campaign

Setting the Scene

In an era where relevance, brand suitability, and audience connection are paramount, CMI Media Group partnered with Anoki to plan, execute and measure a nationwide connected TV (CTV) ad campaign leveraging scene-level contextual targeting for one of the world's largest pharmaceutical companies.

The campaign aimed to build awareness and favorability for a life-changing breast cancer treatment, while ensuring contextual alignment and emotional sensitivity. By partnering with Anoki to activate ContextIQ, the first end-to-end multimodal AI platform and Copilot for CTV, CMI delivered the right message in the right moment — and drove independently validated outcomes that outperformed industry benchmarks.

Healthcare advertising comes with unique needs, facing more stringent privacy hurdles than many other sectors. At the same time, driving positive brand awareness among consumers at scale demands both precision and empathy. CMI Media Group sought a new approach to meet the realities of the healthcare media landscape today while also driving better campaign results.

Campaign Highlights

+28%

Awareness uplift, among female respondents
(3.5x above benchmark)

+26%

Favorability uplift among female respondents
(5x above benchmark)

+16%

Consideration uplift among female respondents
(2.8x above benchmark)

Industry-first deployment

Establishing new standards for pharmaceutical CTV advertising



CMI Media Group

CMI Media Group, a WPP company, is a full-service media agency focused on health, wellness, and pharmaceutical marketing. As the leading media resource for the world's top healthcare companies, CMI Media Group brings together technology, data, and talent to deliver seamless capabilities for clients.

“By pioneering the use of ContextIQ across both DTC and HCP campaigns, we’ve elevated what’s possible in healthcare advertising. This collaboration allowed us to align powerful pharmaceutical messaging with the most emotionally resonant moments - while upholding the highest standards of privacy and brand safety and setting a new bar for how empathy and precision can coexist in high-performing pharmaceutical CTV campaigns.”

Andrew Abrams,
Director, Video Investment,
CMI Media Group

What CMI wanted:

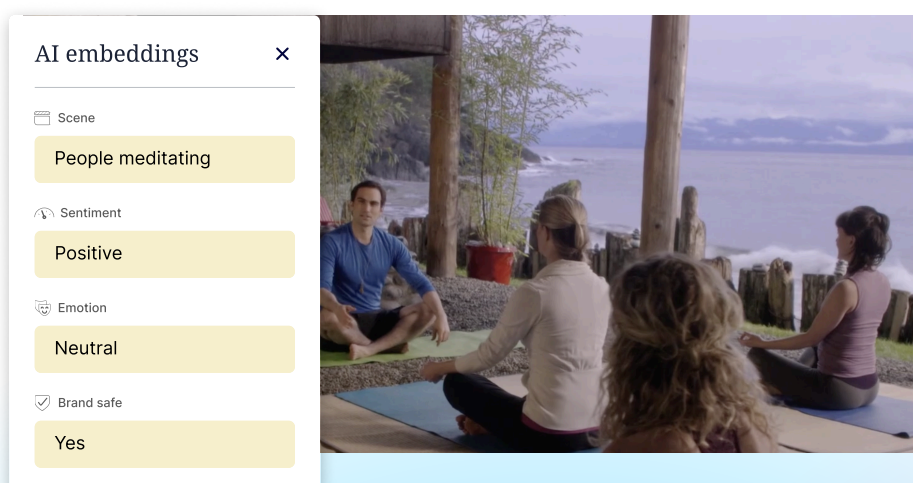
- **Increased impact alongside privacy compliance** amid an evolving regulatory environment
- **A highly performant technology solution to amplify and extend traditional CTV targeting methods** that rely on demographic and first-party data
- **The ability to advertise against relevant moments on premium content** without relying on traditional targeting methods
- **Brand suitable ad breaks** that showcase sensitive healthcare messaging in the right moment
- **A significant lift** across brand recall, awareness, favorability, and consideration — especially among high-priority audiences like women

To achieve this, CMI needed a technology partner that could deliver the campaign's ads into impactful breaks in programming highly relevant to its audience.

Our Approach: CTV, Meet AI

Anoki ContextIQ leverages multimodal AI to understand video content like a human expert would. Using AI technology that simultaneously analyzes multiple aspects of video to understand objects, audio, sentiment, emotions and tone, ContextIQ identifies moments that match a campaign's objectives, ensures brand suitability down to individual scenes, and delivers optimal placements in aligned ad breaks at scale.

For this campaign, ContextIQ enabled moment-based targeting to place ads near emotionally resonant content with the themes of hope, resilience, and the pursuit of better health. These included scenes depicting supportive friends, people overcoming challenges, people celebrating life, and medical breakthroughs.



The Results: Outperforming the Benchmarks

Using Anoki ContextIQ platform and its AI Copilot for campaign planning, CMI Media Group identified themes of hope, resilience, and health advocacy. ContextIQ then identified specific, brand-suitable moments across Anoki audience network that naturally aligned with those themes, ensuring pharmaceutical messaging appeared during content that reinforced the brand's commitment to advancing cancer care.

This campaign marked a breakthrough in outcome-driven, context-aware healthcare advertising. Scene-level intelligence ensured the message was not only seen but felt, while AI-powered targeting enabled CMI to deliver ad experiences that respected the viewer, elevated the brand, and deepened connection.

Industry Firsts Achieved by CMI Media Group:

- 1. First agency** to deploy scene-level contextual targeting for pharmaceutical brands
- 2. First implementation** of multimodal AI in healthcare CTV advertising
- 3. Exceptional performance** results achieving up to 5x above industry benchmarks
- 4. New gold standard** for privacy-compliant targeting in regulated industries

Looking Ahead

The exceptional performance results—particularly the 5x above benchmark favorability scores—validate CMI's vision that multimodal AI-powered contextual intelligence represents a foundational strategy for the future of pharmaceutical advertising. Not only does it offer an impactful approach that upholds the sector's privacy standards, but it also complements traditional targeting methods to extend the overall effectiveness of campaigns.

By partnering with Anoki AI, CMI has established itself as the agency that's actively driving transformation for healthcare and pharmaceutical advertising.

Anoki ContextIQ

CTV's first end-to-end multimodal AI platform and Copilot for scene-level contextual video intelligence and activating brand-suitable and contextually relevant ad placements at scale.

Learn more about [ContextIQ](#)

Deepen your knowledge

[Primer on Contextual CTV Advertising](#)

[Multimodal AI 101 for CTV](#)

ANOKI

Anoki AI is a pioneering artificial intelligence company that enhances Connected TV through advanced contextual advertising, personalized content discovery, and dynamic ad optimization. Learn more at [anoki.ai](#)