

# DISH Media Sales Puts Volvo Cars Behind the Wheel of First Cross-Platform Addressable Ad Campaign

***Volvo Cars partners with Mindshare North America to unite DISH and Sling TV audiences  
DISH enables Volvo Cars to target two distinct audiences through a single buying process***

NEW YORK -- Sept. 13, 2017 -- ([BUSINESS WIRE](#))--[DISH Media Sales](#) today announced its first cross-platform addressable ad campaign, which enabled Volvo Cars to target TV viewers across DISH and Sling TV with a single buy. The milestone campaign, executed through global media agency [Mindshare NA](#), allowed Volvo Cars to reach four segments of luxury car enthusiasts across both platforms.

Volvo Cars' nine-week campaign deployed four ad creatives designed to capture market share within the luxury car category, as well as influence those looking to upgrade.

"As the definition of TV changes, we're focused on smarter targeting that drives Volvo Cars' message directly to our audience anywhere on any device," said Kevin Corcoran, marketing communications manager for Volvo Cars. "Uniting DISH and Sling TV's unique audiences allows us to zero in on our 'in-market' customer regardless of network, device and even platform."

Cross-platform campaigns reach DISH and Sling TV viewers in a premium, brand-safe environment. Using anonymized data, ads are delivered with pinpoint accuracy across any device while the viewer watches TV. Brands can track campaign performance across DISH and Sling TV, determining their return on investment by tying it directly back to aggregated and anonymized key performance indicators, including sales match.

"We've joined two distinct TV footprints and consolidated the buying, targeting and measurement process for advertisers looking to capture that premium TV viewer anytime, anywhere," said Brian Norris, vice president of DISH Media Sales. "Today, consumers watch live TV wherever they are, whether it's from their living room couch or their morning commute."

DISH Media Sales and [GroupM](#), parent company of Mindshare NA, are pioneers in the addressable advertising space. The two companies continue to push the industry forward since their groundbreaking partnership that made [DISH the first TV provider to deliver household-addressable ads to a national footprint](#).

[Learn more](#) about cross-platform addressable advertising with DISH Media Sales.

## About DISH Media Sales

DISH Media Sales provides advertising sales for leading pay-TV provider DISH Network L.L.C. and its over-the-top television service Sling TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and Sling TV, advertisers are equipped to employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit [www.dishmediasales.com](#).

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## About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.528 million pay-TV subscribers, as of March 31, 2017, with the highest-quality programming and technology with the most choices at the best value. DISH offers a high definition line-up with more than 200 national HD channels, the most international channels and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com).

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#### **About Volvo**

Volvo Car USA, LLC, ([www.volvocars.com/us](http://www.volvocars.com/us)) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCUSA media website at: <http://www.media.volvocars.com/us>.

#### **About Mindshare**

Mindshare is a global media agency network with billings in excess of US\$34.5 billion (source: RECMA). The network consists of more than 7,000 employees, in 116 offices across 86 countries spread throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Each office is dedicated to forging competitive marketing advantage for businesses and their brands based on the values of speed, teamwork and provocation. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Visit us at [Mindshareusa.com](http://Mindshareusa.com) or [MindshareInTheLoop.com](http://MindshareInTheLoop.com) and follow us on Twitter [@Mindshare\\_NA](http://@Mindshare_NA) and [facebook.com/MindshareNA](http://facebook.com/MindshareNA).

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