

POWERING BIDDABLE MEDIA WITH EMOTIONAL AI

Marketers, researchers, and agencies spend countless hours curating insights to craft the perfect brand strategy, communications plans, and creative advertising; deliverables that deserve to be noticed. Reticle's contextual targeting categories apply your brand strategy and insights to make your media dollars work harder.

WHY USE RETICLE?

As advertisers look for new ways to personalize messaging at scale, Reticle categories allow you to harness the power of unique brand messaging to create more positive and personalized ad experiences.

WHEN SHOULD I USE RETICLE?

Branding and performance campaigns to achieve brand optimal placements and performance.



Aligning the emotional intent of your ads with placements that have a matching tone elevates media impact and performance.

+21%

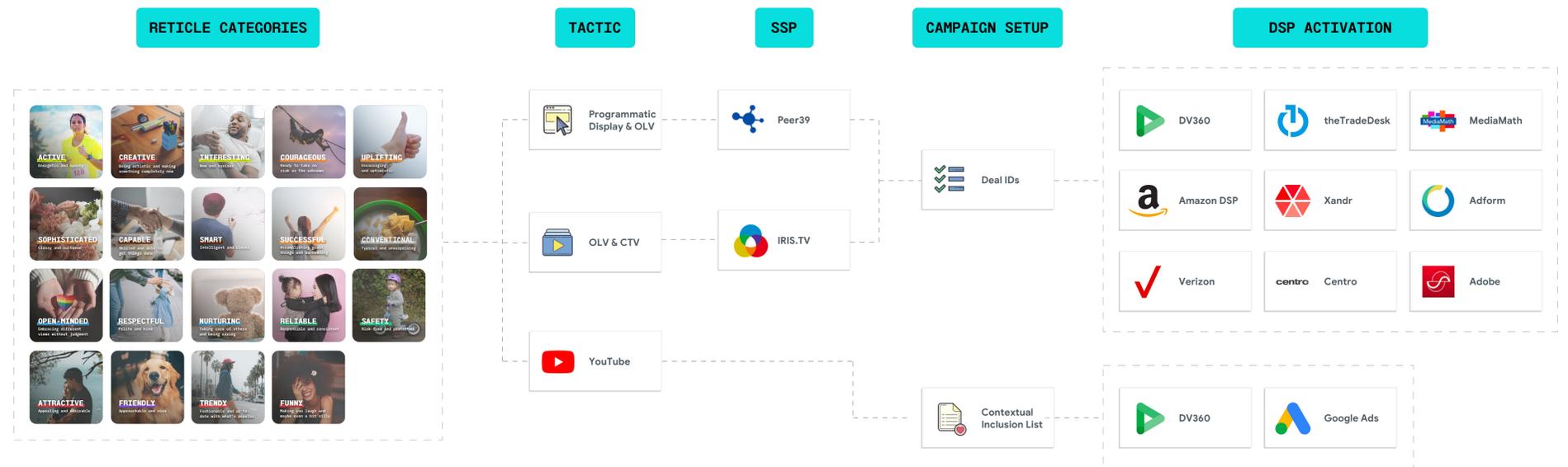
Lift in Brand Awareness

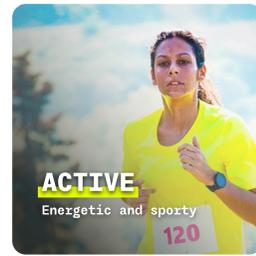
+23%

Lift in Brand Consideration

+15%

Lift in Brand Perceptions





Upbeat and lively, involving themes of sports, fitness, encouragement, go-getter attitude, and enthusiastically attaining goals.



Physically appealing with similar, desirable themes of beauty, fashion, art, and other sensory pleasing experiences.



Strong, competent themes of demonstrations, skills, and the ability to accomplish tasks effectively.



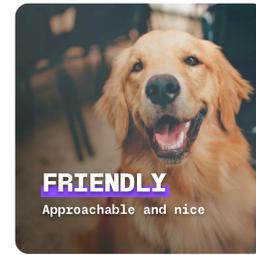
Themes of boldness and bravery, including overcoming adversity, chasing dreams, and growth.



Flourishing and creative, representing skill development, learning the arts, DIY, and embracing arts, food, and culture of all kinds.



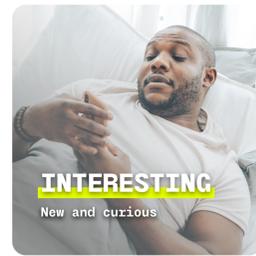
Familiar with themes of stability, embracing tradition, and the comfort of the well known and established.



Approachable and kind, with inclusive vibes, filled with nice, friendly anecdotes.



Fun with themes of comedic content (on television, YouTube, plays, anywhere!) leading to laughter and silliness.



An excitement-packed environment filled with attention-grabbing themes for the curious, new, innovative, and of course, interesting.



Warm and supportive, with strong themes of family, raising children, teaching, and loving relationships with self and others.



A non-judgemental space where a growth-mindset and new experiences are embraced and all opinions can be expressed.



Solid and trustworthy, with themes considered to be hardworking, as well as loyal and dependable.



Respectful and transparent with genuine and clear content presented in a polite fashion.



Themes of protection, regulation, and promoting risk-averse, vigilant behaviour towards safety.



Smart discourse, topics, and ways of completing tasks with intelligent themes surrounding academia, research, expertise, and skill execution.



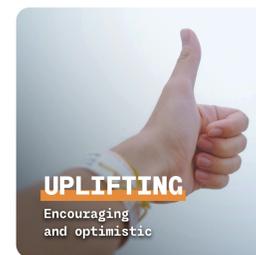
Themes of elegance and high-class perception, with clean, modern styles embodying luxury.



Focused and accomplished successes, with themes of ambitious, determined, financially sound, and impressive content.



Youthful and fun, with the latest trends in culture and fashion, and social themes for plenty of lively, novel content.



Celebrated and wholesome, with plenty of empowering, heartfilled themes of positive, hopeful thoughts and experiences.