

Case study

Taking mobile ads to the next level using RedLotus's RM5 DCO

CLIENT: One of the world's largest brewing companies.

TARGET MARKETS: Hong Kong

TARGET AUDIENCE

- 18 – 35 years old with middle income level or above and beer drinkers.

CAMPAIGN OBJECTIVES

- To bring their fitting room to life by partnering with a well-known local fashion brand and constructing the fitting room at 3 different shop locations.
- Raise awareness and draw foot traffic to all 3 fitting rooms to build its brand targeting and benefiting both genders in a shopping and fitting room environment.
- To bring a unique experience to life in a fun and engaging way to the right audience through innovative technology – mobile advertising.

SOLUTION USED

- Redlotus RM5 VRical mobile ad format

STRATEGY

- Reach mobile users, as it is the platform/medium that 18-35 spend most of their time on and to be in sync with the continuous rise of mobile penetration in Hong Kong.
- Cut the clutter and stand out with HTML5 mobile ads using engaging and

outstanding native features of the mobile phone.

- Deliver a relevant message to the target audience in the right context/environment taking the users from mobile to an actual themed fitting room.
- Use an effective, unique and innovative method to showcase the fitting room through the use of 360-degree panoramic photos bringing it to life to catch users' attention driving engagement and increased footfall.

TACTICS DEPLOYED

- Message delivered through RedLotus' innovative VRical RM5 mobile ad format, in-app and full screen presented through a crazy ad.
- Users are enabled a 360-degree spherical panoramic view of the fitting room via interaction with the ad (swipe, tap and drag gesture).
- Users aware of fitting room after interacting with the ad leading to increased number of visits to actual fitting room.
- Additional call to action features were implemented which created a strong branding and viral effect: Facebook page, video viewing of previous TVC on YouTube,

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redirecting users to their website and enabled WhatsApp message sharing which encouraged friends to visit fitting room.

RESULTS

- Over 1.3 million ad impressions ran.
- Over 15% of users spent more than 30 seconds interacting with both RM5 VRical and pre-roll video ad.
- Over 27,000 total engagement leading to 2% engagement rate.
- Generated over 900 hours dwell time.
- Over 20,000 impressions served for pre-roll video.
- Over 5000 completions (over 25 seconds) resulting in over 25% completion rate.
- Over 60% engagement driven to YouTube creating a strong indication that users have shown high interest in visiting the actual fitting room after engagement with the ad.
- Over 50% engagement driven to Facebook page, website and WhatsApp call to action driving traffic to fitting rooms.
- All shop locations received overwhelming response of increased footfall to actual fitting room not only by men, but also women.

LEARNINGS – Why HTML5 Rich Media

- Simple – Standardized and templated; easy and fast to deploy
- Advanced – Advanced JS scripting and HTML5 technology deployed catered to today's smartphones.
- Measurable – Standard and engagement reporting with 3rd party click tracking support.
- Engaging – Incorporates responsive based features into ads that lets users do more.
- Actionable – User's take action and remember your brand better.
- Attractive – It just looks better.