

Case study

Music Marketing and Mobile Native Ads

CLIENT: The world's premier jeweler and America's house of design.

TARGET MARKETS: Hong Kong

TARGET AUDIENCE

- Spotify
- Mobile Native Advertising on RedLotus Marketplace

CAMPAIGN OBJECTIVES

- Promote the ultimate brand for Valentine's Day gifting to digitally savvy millennials by expressing the romantic experience that the brand brings out through a Bespoke Love Song-list.
- Strengthen brand awareness and drive them to the retail stores through the connection of music using Spotify branded Advertiser Page including music generator based on user preference.
- Feature Hong Kong's most well-known

SOLUTION USED

- Spotify
- Mobile Native Advertising on RedLotus Marketplace

STRATEGY

- Reach 25+ on Spotify, as it is the platform that they spend most of their time on for music.
- Raise brand awareness through using attractive thematic display ads on Spotify:

Homepage Takeover, Desktop App Overlay, Desktop App Leaderboard and Mobile App Overlay.

- Spotify Display Ads click-through to a unique advertiser page provoking interaction with the audience by engaging them with personal questions.
- Connect with their audience on leading apps, mobile sites and desktop sites using RedLotus MONA (Mobile Native Ad) via RedLotus Mobile & Desktop Ad Marketplace.
- RedLotus MONA ad effectively becomes part of the content to capture more attention and builds relationships with consumers through interaction.

TACTICS DEPLOYED

- Messages delivered through Spotify's platform with attractive display ads that click-through to the brand's unique advertiser page encouraged the audience to input personal information which were analyzed to generate their own love song-list to experience and enjoy.
- Users were encouraged to share their unique love song-list on Facebook to create a viral effect and driving others to share the same experience.

Case study

Music Marketing and Mobile Native Ads

CLIENT: The world's premier jeweler and America's house of design.

TARGET MARKETS: Hong Kong

- To strengthen the brand awareness and experience, the approach featured Hong Kong's most well-known lyricist to create the song-list to further engage with the audience.
- Experience it here: <http://wymanbringsyoulove.com/>
- RedLotus MONA (Mobile Native) ads were placed in the users' experience stream becoming part of the content to capture more attention building relationships with consumers through interaction.
- number of clicks (over 62% of total clicks).
- Over 6000 clicks were generated from the Mobile Native Ad (MONA) to their website increasing its overall traffic.
- Although Mobile Apps accounted for 29% of total impressions only, it contributed more in driving traffic to the campaign site.
- Additional media and social media coverage (news, magazine and lyricist's Facebook and Instagram pages) helped to create more noise resulting in over 2000 likes.
- A combination of the above results successfully strengthened the brand awareness and traffic to website.

RESULTS

- Over 3 million ad impressions ran.
- More than 9,500 users have visited the campaign site, resulting in 7% of user redemptions within every 1,000 users.
- 6% of every 1000 visits generated a conversion.
- New to Returning traffic ratio is around 9:1 implying that campaign drove a large number of new audiences to their website.
- The various ad formats used on Spotify's platform worked well together to raise awareness and attention of campaign brand and message.
- The Leaderboard display ad helped to deliver impressions increasing the reach while the Billboard generated the highest

LEARNINGS

- Spotify is an effective and powerful platform in connecting your brand with digitally savvy millennials who rely on it for their entertainment.
- Mobile is the key to connect to your audience where users spend more than 27 hours of media time per month
- Mobile Native advertising increases ad viewability with less clutter and leads to higher user engagement reaching Advertiser's objectives.