

Adidas launches *Boost* footwear with award winning rich media campaign on InMobi network



GOAL - Adidas launched 'Boost', a revolutionary shoe with a new cushioning technology for its consumers in Philippines in February, 2013.

The marketing campaign needed to target people who were always connected to their handset devices. Accordingly, the brand decided to focus on mobile as a medium to reach out to its audience.

Adidas, and its digital agency iProspect, partnered with InMobi to share the benefits of its latest footwear product with mobile users.



CAMPAIGN SUMMARY

- ▶ **CAMPAIGN NAME:**
Adidas Boost “Running Fingers” Campaign
- ▶ **OBJECTIVE:**
Brand awareness,
New Product Launch
- ▶ **TARGETING:**
Country - Philippines
Device - Smartphone
- ▶ **AD FORMAT:** GIF Banners
- ▶ **PLATFORMS:** mobile web,
in-app
- ▶ **OS:** iOS, Android
- ▶ **DEVICES:** Smartphone

THE SOLUTION

InMobi & iProspect crafted an interactive HTML5 ad-unit which enabled users to “run” through difficult terrains, and also in different conditions.

The ad-unit’s innovation lay in comparing an individual’s performance against other runners in the neighbourhood, using the location tracking functionality and displaying the results on a custom map.

The campaign was targeted at all iOS and Android smartphone users located in Manila.

The ads were optimised to run across the most popular apps and mobile sites categorised under lifestyle and sports genres.

THE RESULTS

- » Impressive user engagement with average visit duration > 60 seconds
- » Average CTR was 1.27%, with a peak daily CTR at 2.02%.

“ I see InMobi not only as a platform provider but as a long-term business partner. What makes InMobi stand out are its passionate people who work together in developing award-winning concepts and technological solutions that help us answer our clients’ marketing objectives. As iProspect continues to develop breakthrough digital campaigns that do not only deliver reach but also engage consumers, I am looking forward to more strategic partnerships with the InMobi team. ”

- Shayne Garcia, Digital Director, iProspect Philippines