

## The Challenge

The new Chevrolet Cruze offers upscale presence with the fuel economy and price tag of a compact. Because its bold, stylish and aggressive image appeals to men 35 to 45, rich media advertising on smartphones was an obvious choice. Due to our expertise and local knowledge, GM engaged InMobi to help generate awareness and promote the launch of the Chevrolet Cruze in India.

## The Solution

Rich media video ads were run across the InMobi network targeted at high-end video enabled devices. Display banner ads were also used in order to extend the reach of the campaign. Handset and carrier optimization in conjunction with compelling and bold creative also helped drive results of the campaign.

## The Results

Chevrolet account lead, Pradeep Lamba, National Head of Mobile from Quasar Media says, "Rich media mobile advertising on InMobi's network was a huge success. We saw increased levels of engagement from the incorporation of video into the campaign and we're very happy with the results. Advertising on the InMobi network was key component of our campaign's success."

# GM uses mobile rich media ads to promote their new Chevrolet Cruz

**Objective** Raise Awareness

**Target** Males 35 to 45 years old

**Solution** Display and rich media ads

**Platform** Feature phones and smartphones

**Results** Brand lift



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Pradeep Lamba, National Head of Mobile, Quasar Media