

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

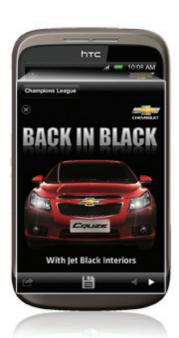
Target Males 35 to 45 years old

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

