

The Challenge

Lancôme, a globally recognized beauty brand, wanted to promote its latest perfume “Midnight Rose” to women, as well as drive attendance to the soft-launch event. Given the busy schedules women in Singapore getting their attention is a challenge. Mobile advertising was the perfect channel as it's very popular with this demographic.

The Solution

Lancôme worked with InMobi to extend their reach through mobile advertising to young women. A HTML5 Rich Media expanded ad unit was developed. It featured a video of Emma Watson, one of Hollywood's most popular actresses in the film Parisian Romance. The ad unit also had two calls to action, “Save Invitation” and “Share on Facebook”.

The Results

The compelling video ad unit, strong call to action “Get Invited Now” and well-recognized brand, combined to drive a click-through rate 75% higher than the industry average. After click-through, viewers spent an average of three minutes engaging with the brand. The client was extremely happy with the campaign results as well as the end-to-end support that InMobi provided.

Lancôme gets amazing results from mobile rich media for perfume launch

Objective Promote Midnight Rose perfume and drive event attendance

Target Women 18-25

Solution Rich media ads with tap to calendar function

Platform iPhone

Results Average Engagement Time of 3min



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