



The Challenge

Red Hot + Rio 2 is the latest entry in the series of tribute albums produced by the Red Hot Organization to raise money for HIV/AIDS awareness and prevention. Red Hot + Rio 2 is a modern tribute to the late 60's Brazilian Tropicália movement. The Red Hot organization engaged InMobi to help promote the launch of this long awaited album.

The Solution

A rich media banner experience that incorporated sounds and video was run across Android inventory globally. The creative featured well known artists from the album and used Sprout's innovative HTML 5 mobile rich media platform to help drive significant brand engagement. The campaign peaked with a CTR of 1.07% in the UK.

The Results

Paul Heck, Director of the Red Hot Organizations says, "Mobile advertising on InMobi's network was a huge success for Red Hot + Rio 2. The creative potential of the mobile advertising format is very impressive, when combined with Sprout's technology. Reaching scale in markets such as Brazil and Spain in that past, has been challenge with traditional media."

Red Hot + Rio raises awareness and drives music pre-orders with InMobi's mobile ad network

Objective	Brand response
Target	Music fans 14 to 35
Solution	Rich media expandable ads
Platform	Android smartphones
Results	Increased awareness



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