

The Challenge

Reebok was one of the key sponsors of the Indian Premier League, the newest and highest-profile league in domestic professional cricket. Reebok wanted to enhance the profile of its IPL-branded products by boosting the brand's associations with creativity and innovation in consumers' minds. To drive purchase intent of merchandise through mobile advertisements, Reebok chose InMobi.

The Solution

With a focus on team jerseys, a range of wallpapers and apps were made available for download. Special features included options like "Gift a Jersey" and "Refer a Friend" to allow users to share their favorite shirts among their fellow cricket fans, and even send certain items as gifts. Also, users were able to leverage Store Locator functionality to find the nearest retail outlet for Reebok Indian Premier League merchandise.

The Results

Because cricket is a sport with an enormous and devoted fan following in India, it was key for users to be able to share their favorite Reebok IPL jerseys with their friends. More than half of all users who clicked through a banner ad downloaded a jersey wallpapers, and almost as many downloaded another wallpaper in addition. The store locator feature was also extremely popular, and very effective.

Reebok Premier League scores big with InMobi

Objective Drive purchase intent of merchandise

Target League and team supporters

Solution Wallpaper downloads, store locator

Platform Feature phones

Results 84.5% of users downloaded jersey wallpapers



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