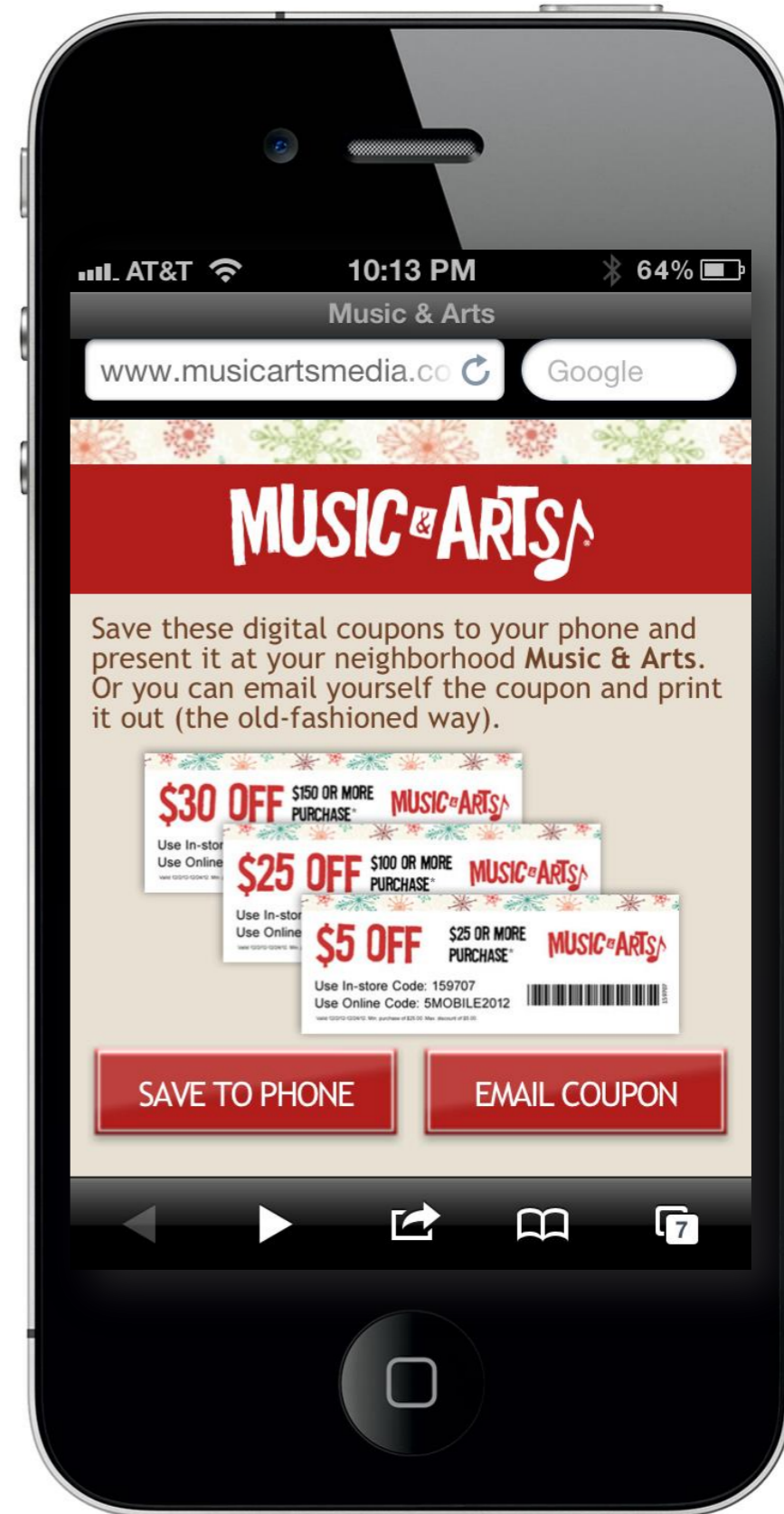


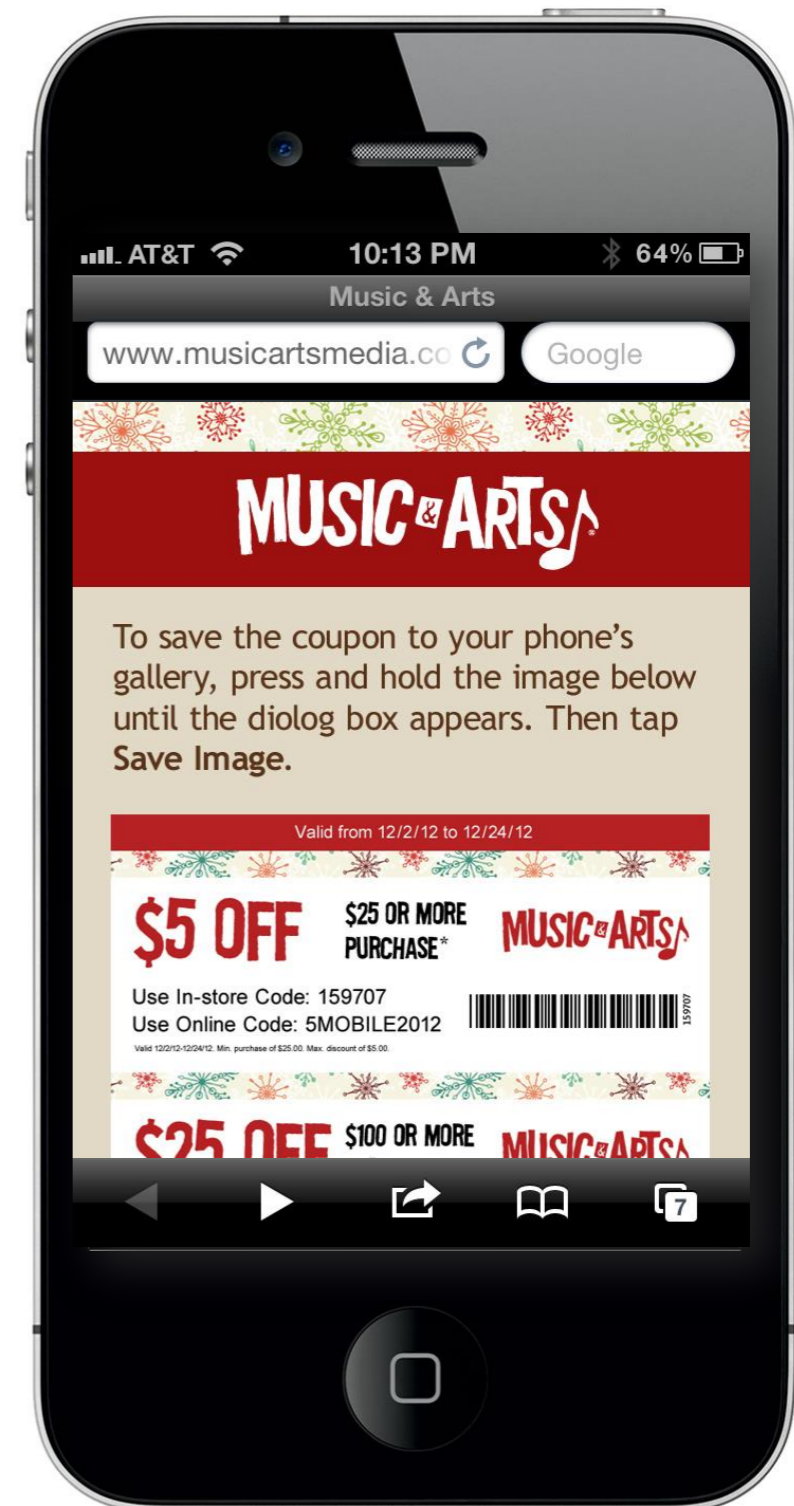
# CASE STUDY

## Music & Arts Mobile Coupon



# CHALLENGE

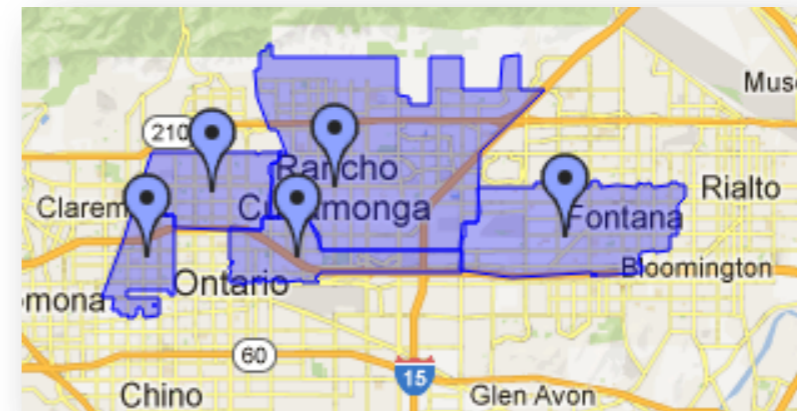
- Promote holiday discount offers to local audiences who are in the vicinity of Music & Arts retail locations
- Target 30+ store locations nationwide
- **Goal:** Drive mobile coupon engagement



# SOLUTION

- Target consumers on their smartphones with hyper local ads containing discount coupon messaging from Music & Arts.
- Target limited zip codes and towns surrounding (30) Music & Arts stores located in shopping center environments.
- Serve the targeted mobile ads on key holiday shopping days/weekends during December 2012.

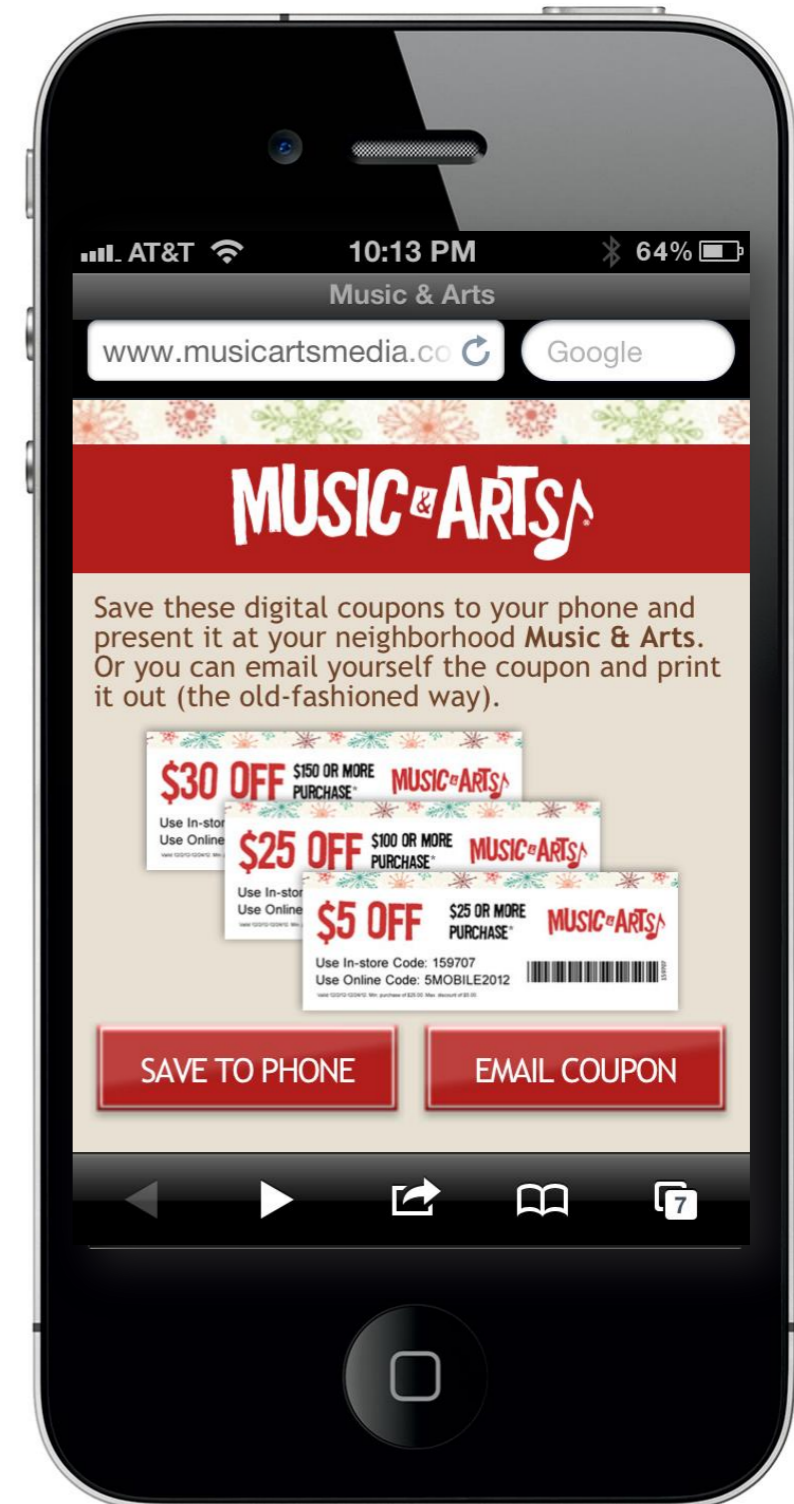
**MUSIC & ARTS** Holiday Coupons **\$5 to \$30**  
in Rancho Cucamonga! **in Savings\***



December 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

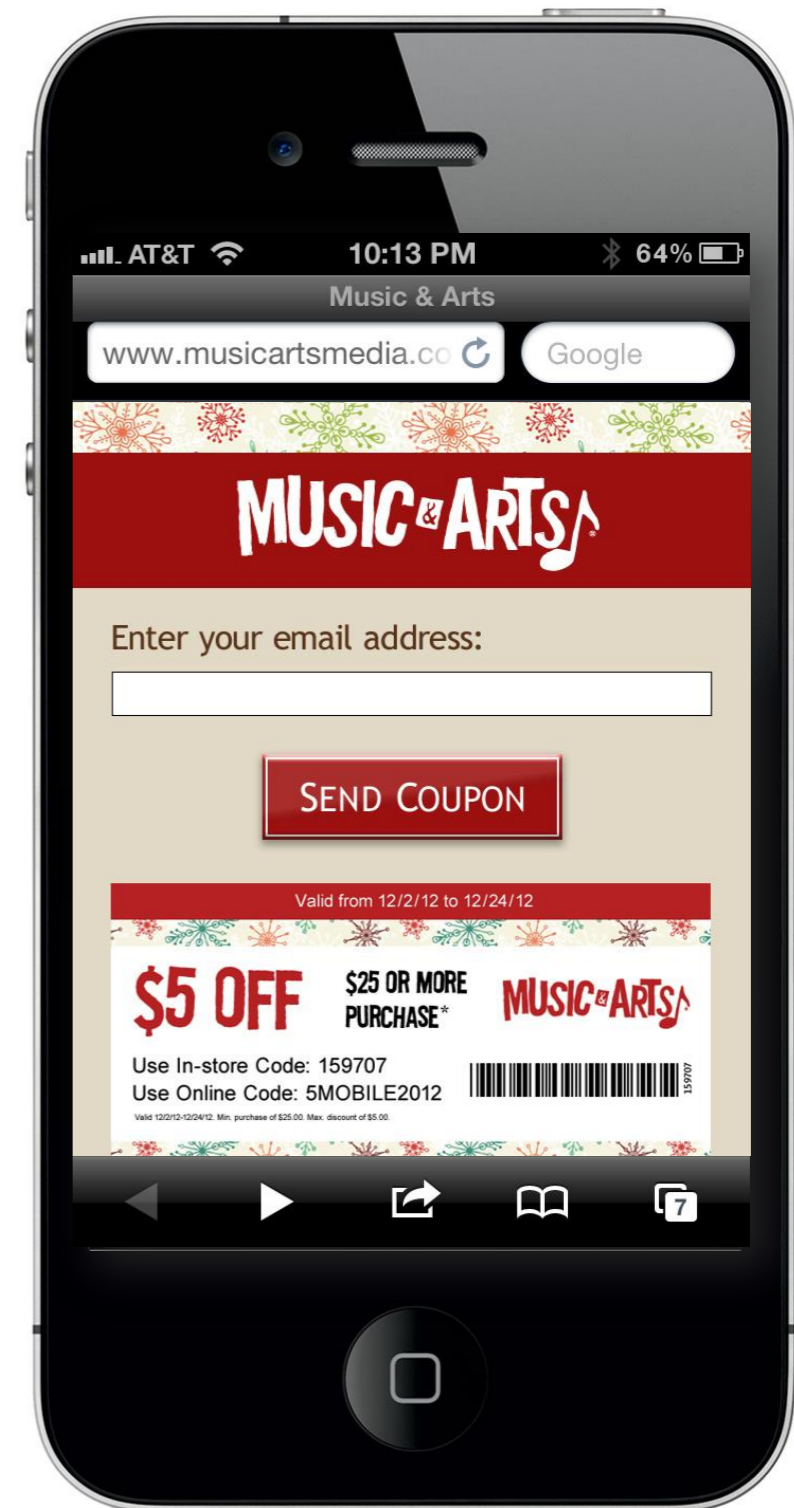
# SOLUTION

- Users who engaged the hyper local mobile ads were taken to a mobile landing page containing shareable coupons.
- The coupons could be saved to the user's image gallery or shared via email.



# RESULTS

- Massive & Efficient Reach: Over 6 MM hyper local views of the mobile ad with minimal media investment due to the highly targeted nature of the ad.
- Mobile Ad Interaction: 13K users engaged with the hyper local ad.
- Mobile Coupon Engagement: 6% of users who clicked on the ad engaged (saved to phone or shared by email)
- Mobile Coupon Redemption: 4% of the users who engaged with the mobile coupon drove online & offline sales for the brand as well as in-store foot traffic.



# ABOUT US

**Beeby Clark+Meyler** is an award-winning interactive agency focused on innovation in media. By this we mean the creation of new and more effective marketing based on the consumer's evolving interaction with, and consumption of, media.

We design highly productive marketing programs that leverage today's most engaging digital media technologies to enable more brand engagement, awareness and sales.

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