

**The Challenge**

Standard Chartered created a campaign to encourage spending over the holidays - where with every MYR100 spent, users could win an attractive gift daily. In the first phase of the campaign, the daily prize was a bigscreen LED TV. In the second, it was a Samsung Galaxy Note.

**The Solution**

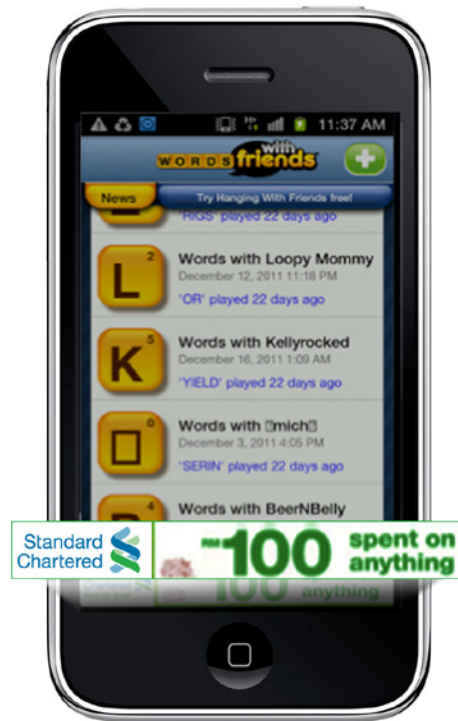
To target middle-income/high-spenders, only smart platforms - iOS, Android and tablets were targeted, alongside certain content categories like lifestyle and entertainment. Upon click-through, the user is taken to a mobile landing page that elaborated on the campaign.

**The Results**

This simple yet effective campaign drove an average click-through rate 50% higher than the regional benchmark, even though there was only 2 changes in creative concepts - likely due to the sharp selection of content categories as well as the right smartphone platforms.

# Can A Bank Ad Work On Mobile? With A Strong Brand And The Right Partner It Can!

<b>Objective</b>	Generate awareness amongst high spenders
<b>Target</b>	All smartphones owners
<b>Solution</b>	Animated Gif Display Ads
<b>Platform</b>	All smartphones & operators



“It is evident that mobile advertising delivers the right audience for financial services as this campaign performed well. I believe that this strong result was due to Standard Chartered’s strong branding, clear message, as well as premium inventory that InMobi holds.”

Timothy Johnson, Head of Marketing, Standard Chartered Bank, Malaysia.