AdNear Case Study
Adidas - India

@ aDnear™

Targeted Mobile Ads by AdNear help Adidas drive product & location awareness for the launch of their 'Boost' and 'Samba' range of shoes

CHALLENGE:

Adidas was looking for a targeted & measurable way to drive awareness for its product launches of their "Boost" & "Samba" range. The objective was to not only inform customers about the product but also give them real time information on the store location where the customer could purchase the product based on the customer's location

SOLUTION:

AdNear built a customised mobile audience for Adidas by targeting customers who were :

- Present within a 3 Km radius of its 160 stores.
- Visiting youth hangout areas like coffee shops and malls.
- Visiting sports activity zones like gyms, stadiums and parks.
- Seen to have previous interactions with earlier Adidas campaigns.

If a customer would qualify for any of these geo fence targeting schemes, he would be shown an Adidas Mobile ad the that would also contain the location of the nearest Adidas store.

On clicking the in-app banner, the user would see a dynamically generated landing page with the address of the nearest store.

RESULT:

High CTR and Landing Page visits
which led customers to locate stores

adidas®

CAMPAIGN SUMMARY

Location:
India

Objectives:
Drive Awareness of the New Product Launches- "Boost" & "Samba" range of shoes.

Solution:
Location based targeting in Youth Hangouts, Gyms, Sports Shops, to reach the target audience for the new products.
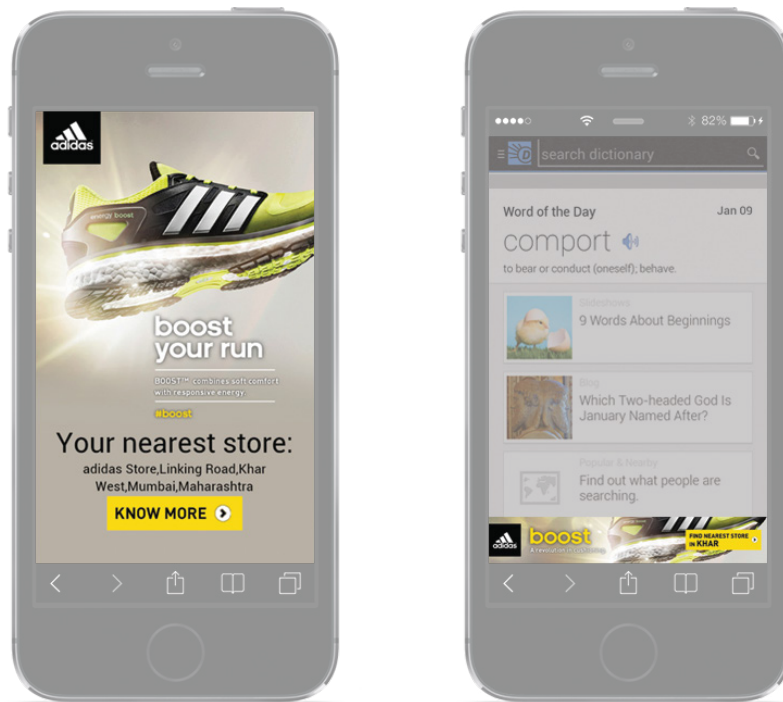
Ad Format:
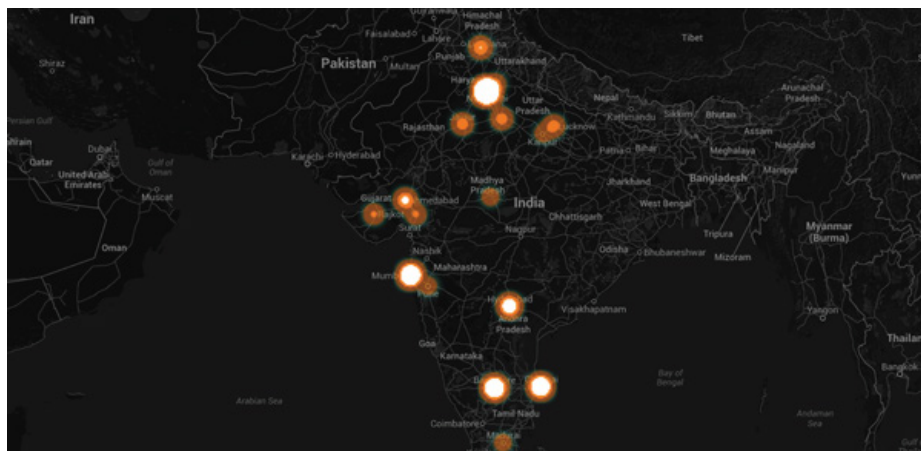Dynamic location based In-App Banners and Landing Pages

Platforms:
Smartphones, Tablets on Android and iOS

AD CREATIVES »

Address of the outlet nearest to the user is automatically displayed on the LP

HEAT MAP »

ABOUT ADNEAR

AdNear is a big data company that leverages geo-location to drive superior ad targeting across mobile devices. We believe that historical location data combined with content behavior gives us the most powerful audience insights.

We continuously strive to innovate and develop advanced technologies that help us break the boundaries of mobile advertising. Our advertising platform is built on top of proprietary hybrid geo-location platform, giving us the strength of location awareness on phones without the need of GPS or operator assistance.

AdNear is headquartered in Singapore and backed by investments from Canaan Partners and Sequoia Capital. We have operations in Singapore, USA, India, Australia & Indonesia.