QSR

AdNear Case Study
PIZZA HUT
PHILIPPINES

Pizza Hut maximizes the reach of its offline integration with X-Men: Days of Future Past using AdNear's targeting technology

OBJECTIVE:

Pizza Hut wanted to drive footfalls from movie halls to its nearby retail outlets where it was running an offline movie integration offer with X-Men: Days of Future Past in Philippines during Jun'14.
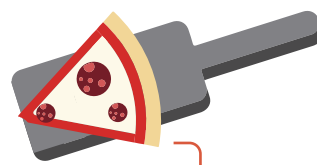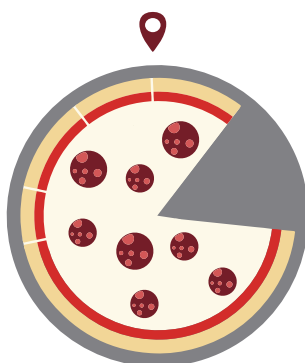
SOLUTION:

A unique targeting strategy was developed by AdNear to direct all the movie-goers, shoppers & X-Men geeks using smart phones to Pizza Hut's nearby outlets. Creatives displaying the X-Clusive meal: "Meals for 3 at Php459"; with the option to find the nearest Pizza Hut outlet were shown to this audience. The consumers could find the route/map to this outlet from the landing page. Limited edition X-Men Days of Future Past Action Bottles were given free with this X-Clusive meal.

The campaign was run during lunch and dinner hours to the targeted audience over smartphones. This campaign was run for 171 outlets across Philippines over a span of 20 days.

RESULT:

The campaign's post click engagement of

11.7%

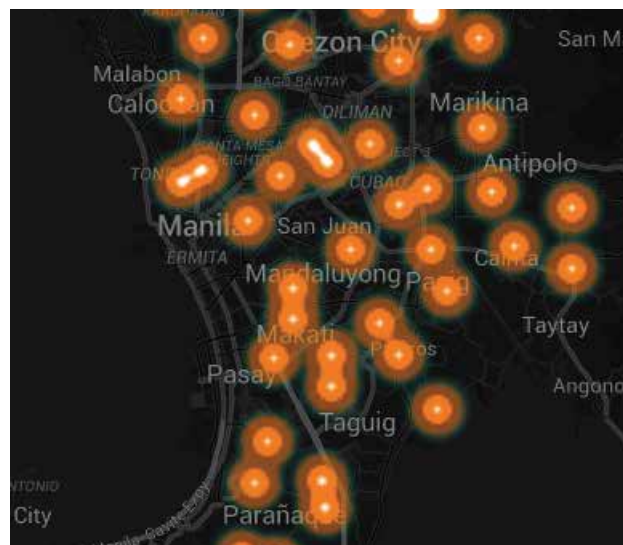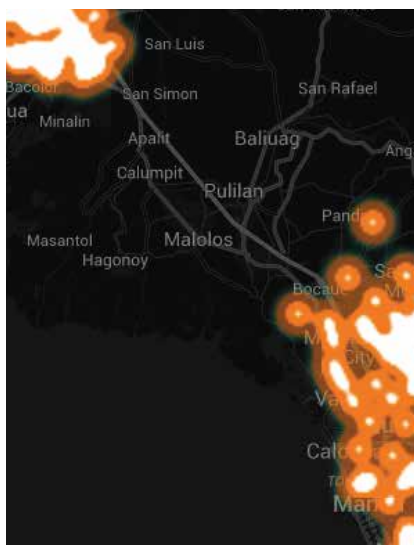was more than twice of a regular mobile campaign, which is usually around

4-6%

IN-APP AD CREATIVES ≫

HEAT MAP ≫

ABOUT ADNEAR

AdNear is a leading location intelligence company that leverages historical location and context to power data driven marketing for advertisers. The company's data platform is built on top of proprietary technology, giving it the strength of location awareness without the need for GPS or operator assistance.

Founded in 2012, AdNear is now headquartered in Singapore with a presence across Australia, South East Asia, Japan and India. To date, the company has reached a massive 530+ million device users and works with marquee brands such as P&G, Woolworths, Audi, Unilever, BMW, Adidas, Ford, Samsung, and IKEA. AdNear is backed by investments from leading venture capitalists Sequoia Capital, Canaan Partners, Telstra Ventures & Global Brain.