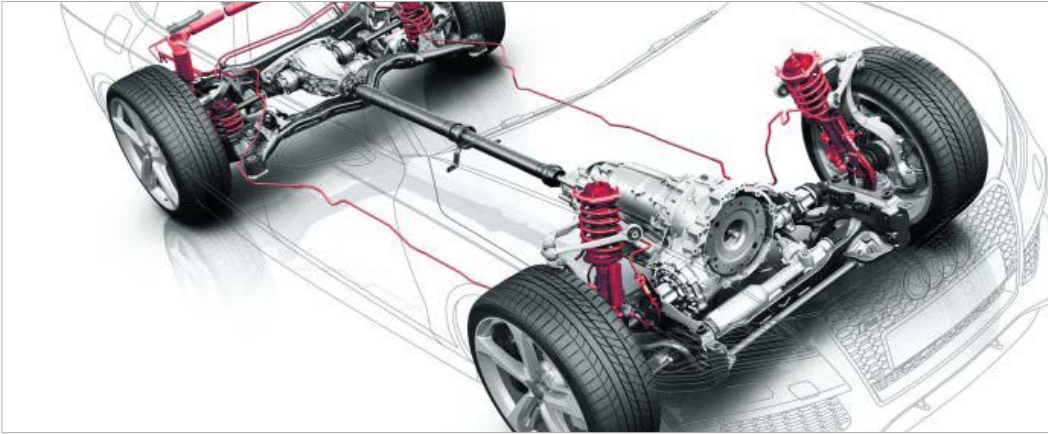


AdNear Case Study

AUDI » QUATTRO TECHNOLOGY

SINGAPORE



MOB-EX 2014 FINALIST FOR THE CATEGORIES:

Best Mobile Advertising Solution,
Best Location based Marketing &
Best use of social platform.

Intelligently targeted Mobile Ads powered by AdNear help Audi reinforce benefits of its quattro technology to consumers and make it applicable for Singapore

CHALLENGE:

Audi Singapore wanted to reinforce benefits of its quattro technology, Audi's signature all-wheel drive technology which has long been associated with making drivers feel safe and confident when driving in adverse conditions. The campaign was also to establish Singapore as the land of quattro with its challenging road conditions.

SOLUTION:

Audi Singapore decided to run a campaign on smartphones & tablets using Adnear to reach out to its target segment, the affluent and technologically savvy at the most relevant time. Adverse road conditions were identified as "quattro" zones, and the in-app ad was shown to the consumers as soon as they entered the zone. This was in addition to the already present TVC, Social Media campaign and Video Teasers, but linked road challenges in Singapore to Audi's Quattro technology.

RESULT:



CAMPAIGN SUMMARY

Location:

Singapore

Objectives:

- Reinforce Audi's quattro technology.
- Establish connect between quattro technology and Singapore road terrain.

Solution:

Quattro zones identified in Singapore and targeted segment shown the in-app ad when consumer enters the zone. The ad takes user to Audi Facebook page which educates customer about Quattro technology



Ad Format:

In-App banner & Rich Media with Video



Platforms:

Smartphones, Tablets

AD CREATIVES >>



Example of 480x320



Example of 320x500



Example of Video

HEAT MAP >>



Singapore's Quattro zones

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.