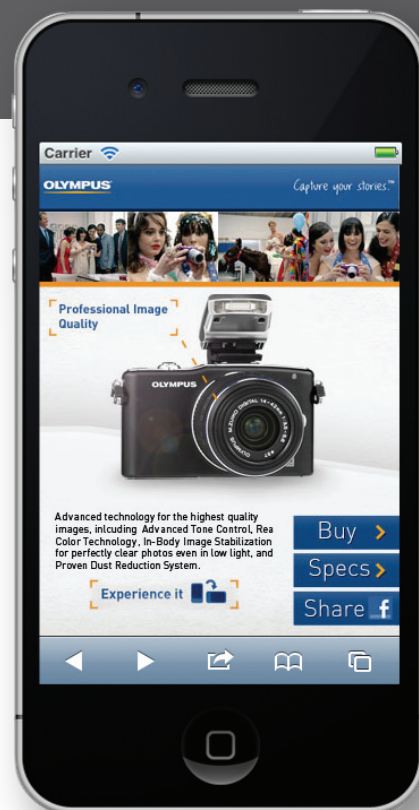


Olympus “Captures Your Stories” with Mobile

GOAL

Reach in-market camera shoppers to encourage consideration of the new Olympus PEN E-PM1 digital camera.

SUMMARY



- **Rich Media Creative:** Olympus, together with their agency Mullen's mediaHub, introduced the Olympus PEN E-PM1 digital camera with the “Capture Your Stories” mobile campaign. A rich media ad unit with a dynamic photo reel to support the “Capture Your Stories” initiative and show real-time user stories in a mobile banner.
- **Engaging Mobile Landing Page:** The landing page included a 360° View ad unit that allowed users to experience the camera's functionalities. By switching to landscape mode viewers could choose to “Experience it,” when in this mode users could view the filter or lens capability as if they are holding the camera in their own hands. Additionally, users could click three different buttons: “Buy,” “Specs,” and “Share.”
- **Targeted Takeovers:** Millennial Media utilized targeted takeovers to create buzz among Olympus' key audiences. Targeted takeovers to reach Moms and social application sponsorships created impact among photo buffs and target buying audiences like outdoor enthusiasts & families. These demographics are most likely to be tech savvy and like to share photos.

RESULTS

- Olympus was able to raise brand awareness and encourage consideration for the Olympus PEN E-PM1 digital camera.
- The campaign realized higher than average click-through-rates.

“Using a combination of Audience Targeting and an in-mobile camera simulation demo, we were able to reach in-market camera shoppers with relevant messaging and a rich mobile creative experience.”

~ Gina Preziosa, Mullen's mediaHub