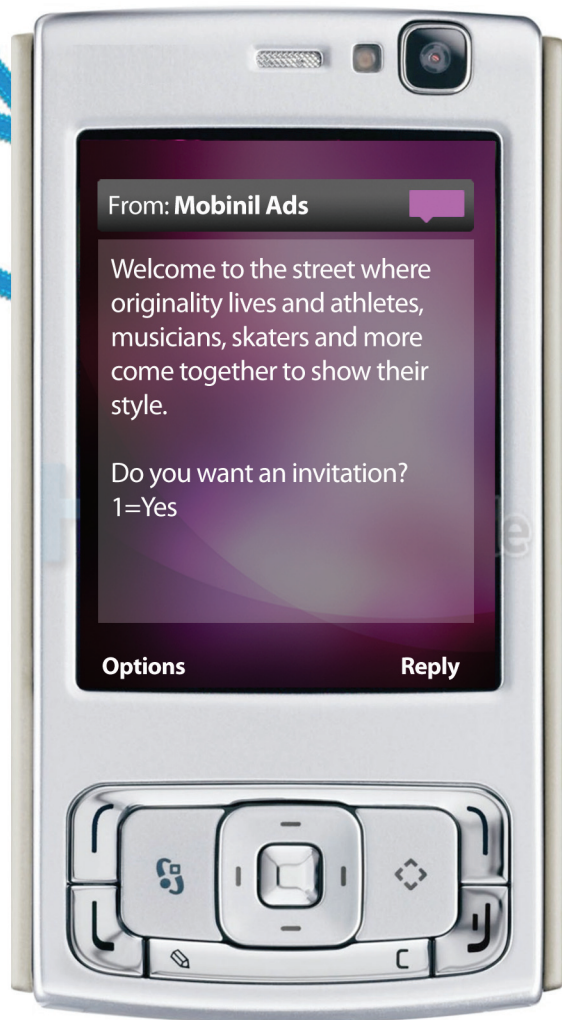


Case Study / adidas® Originals

Driving customer footfall in Cairo

Campaign Objectives

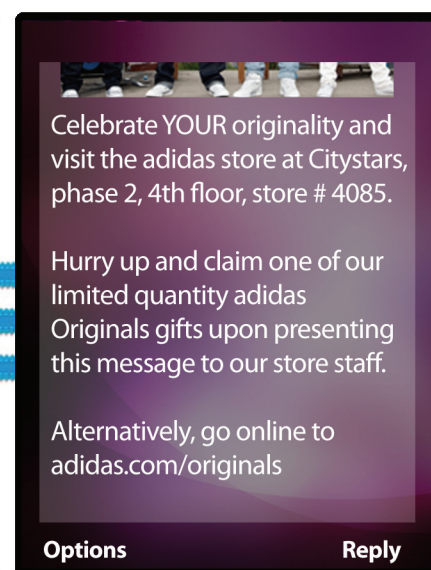
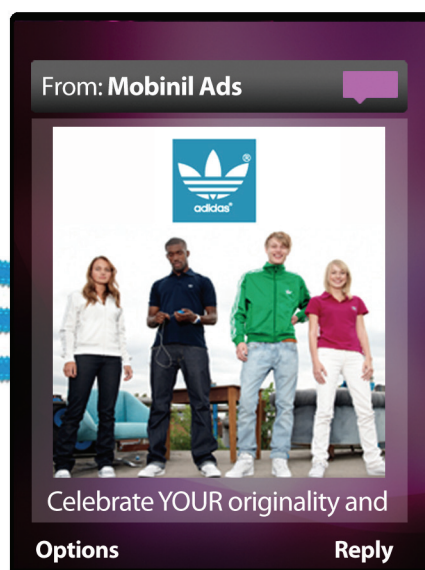
In line with the brand values of originality, adidas was among the first brands to run campaigns on Mobinil's new permission-based marketing program, 'Mobinil Ads'. adidas wanted to **drive footfall** to a new flagship adidas Originals store in Cairo **targeting early adopters**.



Campaign Solution

Leveraging interactive **Dialogue**, early adopters of Mobinil Ads were invited to learn more about adidas Originals. Those who replied instantly received a follow-up picture message encouraging them to visit the new Cairo store and claim a limited edition adidas Originals gift. Replying is always **free**.

The campaign was sent **midday** on a Wednesday to encourage recipients to visit the store over the **weekend**. Messages were sent only to members who **explicitly shared** that they have an interest in **Fashion & Sports** when registering for Mobinil Ads.



Campaign Results

With a **35% response rate**, it was clear that adidas was connecting with a **receptive, highly targeted audience** delivering increased ROI.

The campaign was equally well-received by men and women, as well as by Arabic and English speakers. Predictably, **younger people** were most responsive to the message.

35% Of recipients requested an invite to the new adidas Originals Cairo store

15-24s Were on average 98% more responsive than over 30 year olds

Females Were 23% more responsive than their male counterparts



The response was way beyond our expectations and we are very excited about the potential of this new form of advertising.



- Burga Hatipoglu, Marketing Manager adidas Egypt