

The Challenge

To celebrate the 20th anniversary of Sonic The Hedgehog, Sega released a brand new iOS game called Sonic & SEGA All-Stars Racing. Available for iPad, iPhone, and iPod Touch, the hit game features great track variety, critically acclaimed multiplayer modes, and superb production values. Due to our extensive mobile gaming experience, Sega engaged InMobi to help promote the launch of this marquee iOS game.

The Solution

Graphical display banner ads were run across iOS inventory in North America. A dynamic landing page featuring the game trailer and a link to download that game was also developed. Handset optimization in conjunction with compelling and bold creative helped drive results. The campaign CTR peaked 0.9% far above the network average.

The Results

Ben Harborne, Brand Manager from SEGA says, “Mobile advertising on InMobi’s network was a huge success for Sonic & SEGA All-Stars Racing. We saw increased levels of engagement with the incorporation of video into the campaign and we’re very happy with the results. Advertising on the InMobi network has been one of the key components to our success.”

Sonic & SEGA All-Stars Racing reaches the number one slot in iTunes with help from InMobi’s mobile ad network

Objective	Brand Response
Target	Gamers 14 to 34
Solution	Display ads, rich media, landing page
Platform	iOS smartphones
Results	Number one iPad app in iTunes at launch



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Ben Harborne, Brand Manager, SEGA