

**The Goal**

In order to drive awareness around the launch of Slim-Fast’s seven new flavors, they worked with InMobi to develop an engaging and fun, interactive experience. It allowed customers to learn more about the new flavor profiles and generate further interest by directing them to visit the Slim-Fast site.

**The Approach**

To maximize consumer interaction with Slim-Fast’s seven new flavors, InMobi created a motion-activated rich media ad. It enabled users to discover each of the new flavors by shaking their phone. Once they arrive at each flavor, users have an option of expanding to see the nutritional information or clicking through to their site for more information.

**The Results**

The creative strategy behind such a fun and interactive consumer experience proved to be successful. The ad engagement rate was 2x the industry standard, with the average user going three pages deep. Slim-Fast was also able to gain valuable insight into consumers’ top 3 flavor choices.

# Slim-Fast “Shakes” things up, launching seven new flavors with interactive rich media

**Agency** Mindshare & Joule

**Objective** Brand awareness

**Target** Women 25-53

**Solution** Motion activated rich media

**Platform** iOS and Android



The Slim-Fast campaign created with Unilever, InMobi, Joule, and Mindshare showcased an innovative use of mobile technology by integrating a shaking functionality that directly tied together with the new Slim-Fast shake flavors. Allowing users to engage with the ad in a fun and interactive way.

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