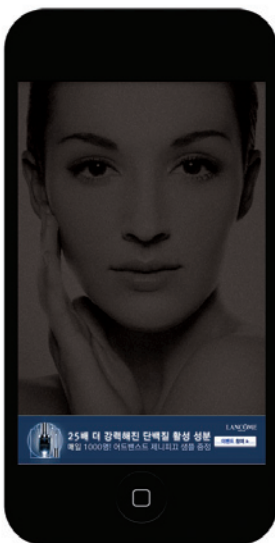


Lancôme achieves 39% consumer engagement for their launch awareness mobile campaign with InMobi.



THE OBJECTIVE

Lancome launched a new skincare product called Advanced Génifique that boasts of unique skin revitalizing capacities. The main objective of this campaign was to drive brand awareness and engage the target group of women through multiple touch points in order to increase the number of potential customers participating in the offline product sample distribution event.



CAMPAIGN SUMMARY

- ▶ **OBJECTIVE:**
Lancôme promotes the newly launched skincare product Advanced Génifique
- ▶ **TARGET:** Female, located in Korea
- ▶ **PLATFORM:** Android/iOS
- ▶ **COUNTRY:** S.Korea
- ▶ **DEVICE:** Smartphone
- ▶ **SOLUTION:** Banners ads - Rich media solution with Video play and SNS share
- ▶ **RESULTS:**
39%: Users watched video
24%: Interaction rate on ad unit
17%: video shared on Kakao Talk app

THE SOLUTION

InMobi helped Lancôme bring Advanced Génifique into life on the mobile screen with rich media animation effects, and drove a campaign which effectively generated engagement with the visitors by

1. Leading customers to the Advanced Génifique event mobile site where users could request to receive free samples of the newly launched product and
2. by allowing visitors to watch the video clip of the TV commercial within the ad
3. By enabling the sharing functionality where visitors could share the news about this event on with their friends and families through the Kakao Talk messaging app.

THE RESULT

In regards to the campaign execution on the mobile network, the site and app category, time slots and the type of mobile device were key factors in executing this targeted mobile ad campaign. The campaign ran mainly on sites and apps where females were the highest demographic of visitors, and two days after the campaign launch, a rich media engagement analysis was conducted and based on the data, the high performing segments in terms of the sites, carrier, device and time of day, were identified.

As a result of this campaign, 39% of those who had seen the ad watched the TV commercial video clip, while 24% interacted with the rich media ad unit. And as for the viral effect of this campaign, 17% of the users had shared the video clip through the Kakao Talk messaging app