Creative Services
INMOBI CREATIVE SERVICES

Mobile is different. It is personal, interactive, immersive, and tactile. Unlike in traditional advertising media, Brands need to take a different approach to mobile creative campaigns.

InMobi Creative Services offers brands the mobile-first expertise needed to deliver creative solutions that are both responsive and engaging. Crafted by the award-winning creative services team and powered by InMobi Studio, the industry’s leading vertically integrated creative design and delivery platform, your mobile campaign is designed to maximize audience engagement with your brand at key moments.

INMOBI STUDIO

InMobi Creative Service is powered by InMobi Studio, a comprehensive suite of features that entice, draw, and engage the consumer.

With InMobi Studio, designers can can build an ad once, and run it everywhere - across publishers, devices, and operating systems. InMobi Studio offers animations, interactions, and audio-visual elements to make ads exciting and memorable.

And, InMobi Studio goes beyond just creatives. You can measure the impact of your beautifully designed ads with deep analytics and reporting capabilities.

• Build Once, Run Everywhere
• Users dwell on mobile rich media ads 30% longer than static ads
• HTML 5, the magic behind visually appealing and interactive rich media, requires no plugins and works across all platforms and browsers
• Ads created with InMobi Studio can be served on all major ad networks and more than 100 premium publishers

CAPTIVATING, RICH MEDIA CAPABILITIES

All moments in a consumer’s purchase decision process are not equal. The ad experience being relevant to these moments depends on the context. For example, a ‘news feed’ native ad might work best on a morning commute, while a rich video ad might be highly effective in the evening, when the user is relaxing at home and has a high visual acuity.

InMobi Studio provides ad authoring capabilities that help you deliver the most appropriate ad experiences to consumers. Take advantage of calls-to-action, animation, audio-video, 3D display features, gestures, haptics, location, social, and hardware-based features to bring your ad to life.
Make your brand ad stick in consumers’ minds. Get consumers to play with your brand and engage them in putting together brand messages, products, or icons. **Drag and drop** allows users to piece together elements of an ad to convey an overall message.

![Drag and drop](image)

Scan the QR Code to experience the Ad
Showcase your product and drive awareness with 360 degree pannable.

With **360 degree pannable**, consumers have multi-angle, sweeping views of product features as well as access to additional features/information.

Scan the QR Code to experience the Ad
Create brand lift by letting users have fun with your ad.

**Shake and Tilt** lets consumers perform actions based on prompts, creating a memorable brand experience.

Scan the QR Code to experience the Ad
Surprise consumers and drive promotions with Wipeable ads.

Allow consumers to rediscover the joy of scratching a coupon to discover hidden surprises. With Wipeable Ads, consumers can wipe away droplets, frost, coupon images, and other content to discover further brand messaging.

Wipeable Ads
Scan the QR Code to experience the Ad
INMOBI CREATIVE SERVICES TEAM

The InMobi creative services team delivers best-in-class interactive mobile campaigns to Fortune 500 brands. This global team brings to you the best mobile creative talent available in the industry to envision and create innovative mobile ads for your campaigns.

Our rigorous across-the-globe QA checks, and robust analytics and reporting ensure that you can count on our creative excellence to deliver rich ads with guaranteed outcomes.

INDUSTRY AWARDS FOR CREATIVE EXCELLENCE AND INNOVATION

**MMA Smarties**
- Gold - ‘Product/Services launch’
- Silver - Best Brand Experience in Mobile Rich Media’
- Unilever-Mindshare (Citra) 2014

**Mob - Ex**
- Best Ad Solution
- Best In-app Advertisement
- Best Direct Response
- Best Original Web Content

**Mobile Marketing**
- Spotlight Creative
- BBC 2013

**Mob-Ex**
- Best Research or Insight Award
- Global Academic 2012

**InsightExpress**
- Best Brand Perception
- Macy’s 2012

**IAC**
- Best Mobile Ad
- Sega 2012

**MMA Smarties Gold**
- Global Mobile Campaign
- Kia 2012
ABOUT INMOBI

InMobi enables the world’s leading brands, developers, and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behavior, and cloud-based architectures to simplify mobile advertising for its customers. Recognized by MIT Technology Review as one of the 50 Disruptive Companies of 2013, InMobi is the world’s largest independent mobile ad network, engaging 872 million uniques across more than 200 countries.

Privacy Policy

InMobi is committed to respecting and protecting individuals’ privacy rights. Much of the information we hold is purely technical in nature and relates to the devices that interact with our ads rather than being “personal” in nature about any individual. InMobi does not know who you are or what your name is.

InMobi has been awarded TRUSTe’s Privacy Seal signifying that this privacy policy and practices have been reviewed by TRUSTe for compliance with TRUSTe’s Privacy and TRUSTed Data program requirements, including transparency, accountability, and choice regarding the collection and use of consumer information.