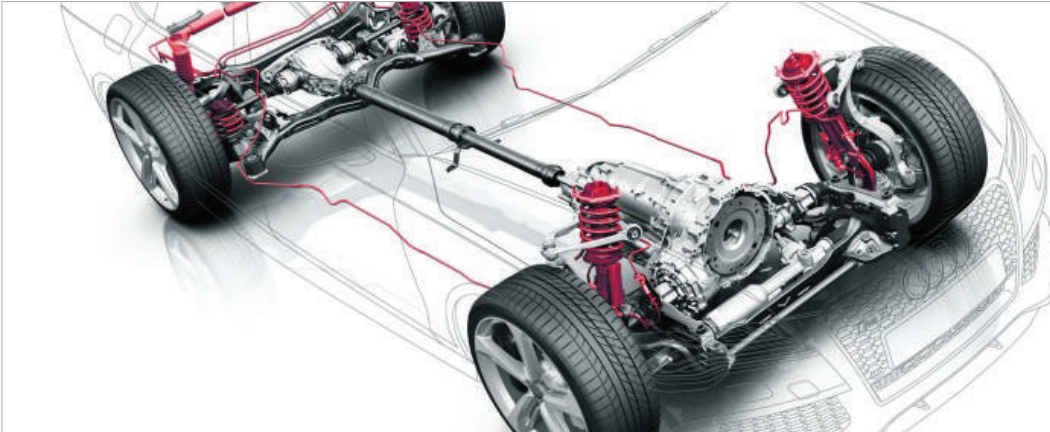


Near Case Study

AUDI » QUATTRO TECHNOLOGY SINGAPORE



MOB-EX 2014 FINALIST FOR THE CATEGORIES:

Best Mobile Advertising Solution,
Best Location based Marketing &
Best use of social platform.

Intelligently targeted Mobile Ads powered by Near help Audi reinforce benefits of its quattro technology to consumers and make it applicable for Singapore

CHALLENGE:

Audi Singapore wanted to reinforce benefits of its quattro technology, Audi's signature all-wheel drive technology which has long been associated with making drivers feel safe and confident when driving in adverse conditions. The campaign was also to establish Singapore as the land of quattro with its challenging road conditions.

SOLUTION:

Audi Singapore decided to run a campaign on smartphones & tablets using Near to reach out to its target segment, the affluent and technologically savvy at the most relevant time. Adverse road conditions were identified as "quattro" zones, and the in-app ad was shown to the consumers as soon as they entered the zone. This was in addition to the already present TVC, Social Media campaign and Video Teasers, but linked road challenges in Singapore to Audi's Quattro technology.

RESULT:



CAMPAIGN SUMMARY

Location:

Singapore

Objectives:

- Reinforce Audi's quattro technology.
- Establish connect between quattro technology and Singapore road terrain.

Solution:

Quattro zones identified in Singapore and targeted segment shown the in-app ad when consumer enters the zone. The ad takes user to Audi Facebook page which educates customer about Quattro technology



Ad Format:

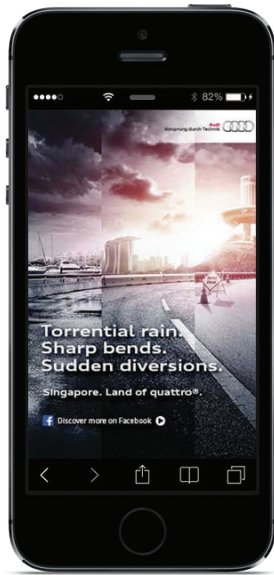
In-App banner & Rich Media with Video



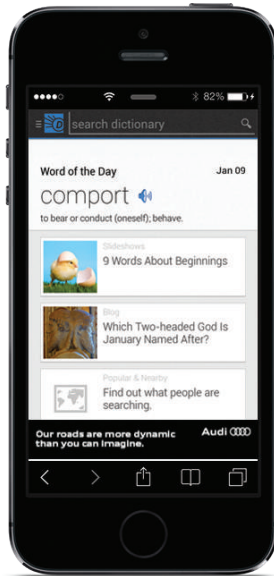
Platforms:

Smartphones, Tablets

AD CREATIVES >>



Example of 480x320

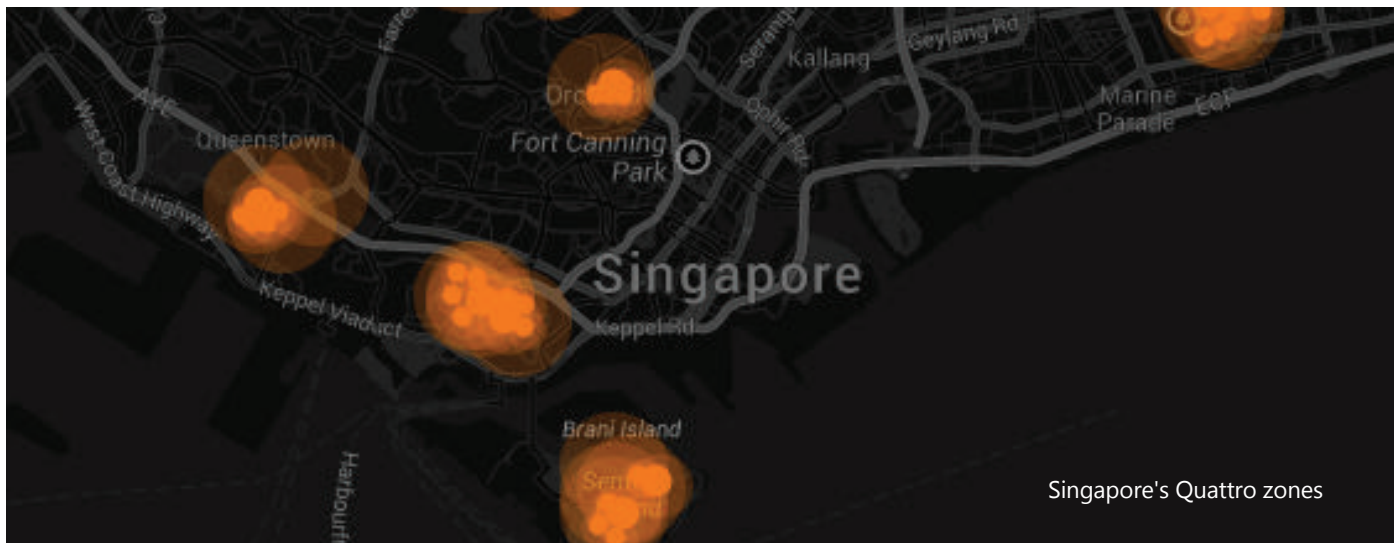


Example of 320x50



Example of Video

HEAT MAP >>



About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.