

Near Case Study

PEPSI PHILIPPINES



Location targeted mobile ads help Pepsi drive traffic to retail stores in Philippines.

OBJECTIVE:

Pepsi wanted to integrate mobile media with other media channels to build awareness and drive foot traffic to 1000 stores. These stores had offline promotions with a standee where users had to grab a Pepsi & take a selfie to win a chance to meet their favorite celebrity.

SOLUTION:

Near geo fenced the 1000 stores where Pepsi was available and the standee had been placed. Consumers around these stores were shown mobile ads with a dynamic landing page displaying the nearest store distance. Top 250 of the 1000 stores were selected based on the performance of the campaign over 5 days. Performance was measured in terms of ad engagement, and number of consumers who checked the view route option on the landing page. These 250 stores were then targeted heavily with mobile ads leading to an engagement jump of 18%.

RESULT:



CAMPAIGN SUMMARY

Location:

Philippines

Objective:

Raise brand awareness and drive traffic to offline stores.

Solution:

Location targeting to reach out to relevant users to drive footfall.



Ad Format:

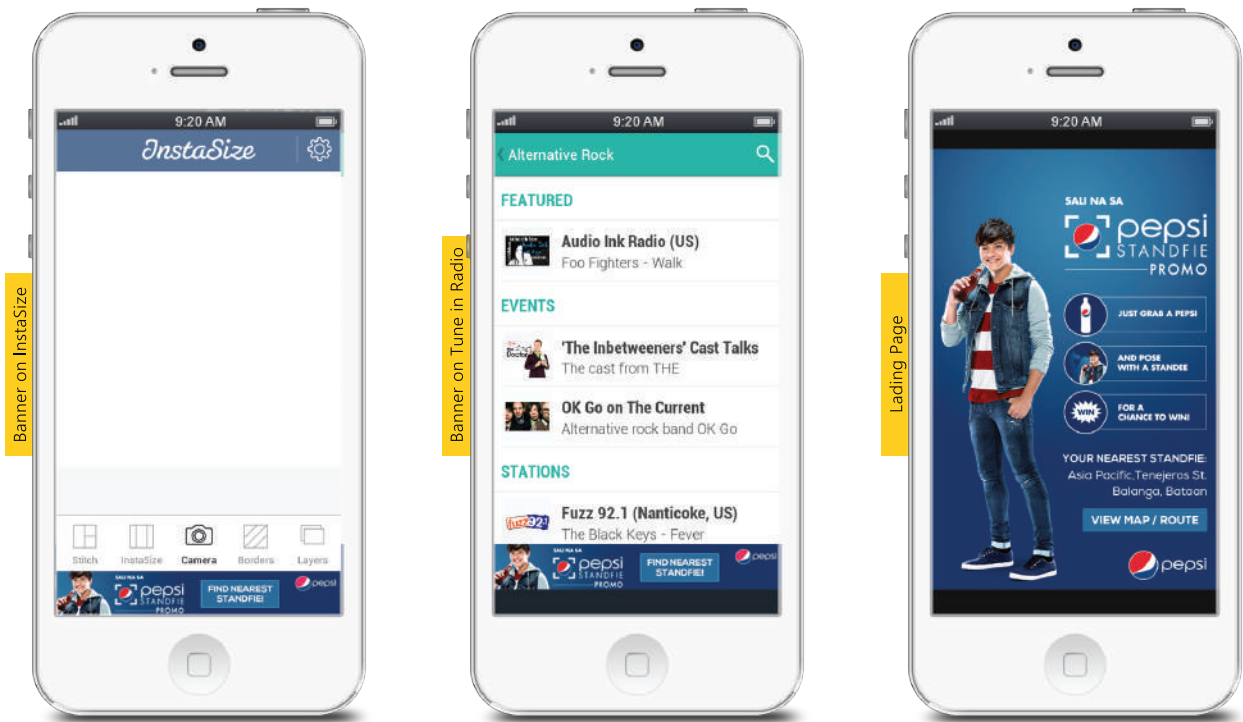
In-App banner to dynamic landing page with store name.



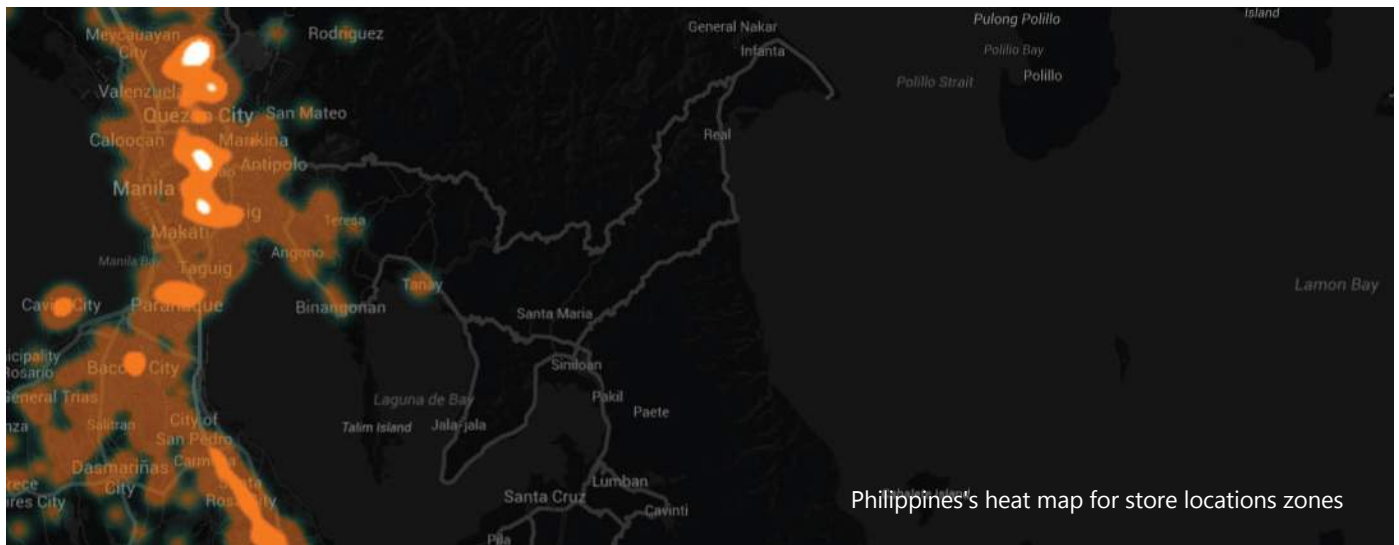
Platforms:

Android & iOS

IN-APP AD CREATIVES >>



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.