

Driving awareness for San Andreas amongst Moviegoers

PHILIPPINES



9 on 10 Moviegoers targeted saw the complete San Andreas movie trailer

OBJECTIVE:

Warner Bros Pictures was looking to drive awareness and increase intent among moviegoers for San Andreas. It wanted to reach out to 'Moviegoers' for the San Andreas promotion.

SOLUTION:

Near curated a robust audience segment of 'Moviegoers' in Philippines using historical location footprint & frequency of visits around locations including SM Cinemas, Robinsons Movie World and Ayala Malls Cinemas. Near also factored in content & time consumption patterns. Video interstitial ads were shown to the Moviegoers near specific locations enabling them to watch the 15 seconds movie trailer with the release date.

RESULTS:

The campaign reach was high with about 400k unique users and the engagement was almost five times that of an average campaign.

90% of the Moviegoers reached watched the complete movie trailer, with most of the engagement seen coming from youth and young professionals.

Movie trailers have always been a key decision maker for most of the Moviegoers for watching a movie or not. Location and audience targeting helped Warner Bros Pictures maximize its reach with the right audience at the right place and right time.



CAMPAIGN SUMMARY

Location:

Philippines

Objective:

To drive awareness of the movie release of San Andreas amongst 'Moviegoers'

Solution:

Near's data driven marketing enabled Warner Bros Pictures to curate its segment and promote the San Andreas movie trailer among Moviegoers.



Ad Format:

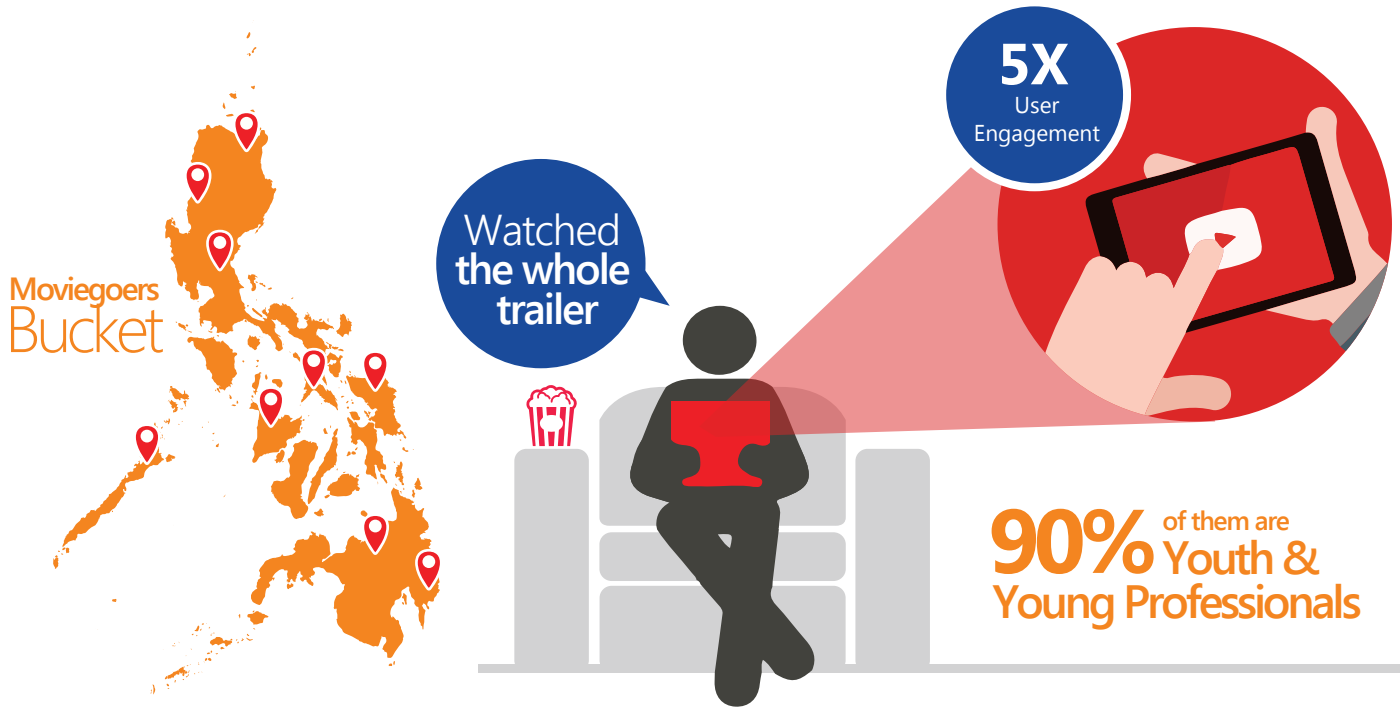
Interstitial Video ads



Platforms:

Smartphones and Tablets

RESULTS >>



IN-APP AD CREATIVES >>



About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behaviour for data-driven decisions.

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

Near is backed by investments from leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Telstra Ventures and Global Brain Japan. Visit www.near.co to find out more.