

## Advertiser Case Study

# SONY gets impressive response for its tactical promotional campaign with mobile audiences on Social Media.



## Objective

The campaign objective was to achieve awareness for the **SONY** promotion to win **SONY VAIO's** Laptops over the promotional time period and drive engagement on their social media pages.

## Solution

SONY drove users to their Facebook page and other social media pages to encourage users to engage with the promotion and obtain a free coupon to drive store visits and sales.

The ad banners were delivered across Brand-Safe Channels on the BuzzCity network. In addition, only smartphone users were targeted to ensure minimal wastage.

## Results

The campaign drove voucher downloads and overall awareness. It served over 166 million advertising impressions.

## Campaign Summary

- **Client:** SONY
- **Agency:** Redcomm
- **Country:** Indonesia
- **Ad Format:** Display Banners

## Campaign Targeting

- **Channels:** Brand-Safe Channels
- **Operating System:** Smartphone Only

## Performance

- **Impressions:** 166 million
- **Clicks :** 160 000
- **CTR % :** 0.3%

