

## Advertiser Case Study

# SONY MUSIC drove engagement with mobile users in Malaysia and acquired substantial visits to its Facebook Page via mobile channels.



SONY MUSIC

## Objective

SONY MUSIC strategically targeted new and existing users on Facebook to increase their social footprint and encourage engagement on their Facebook fan page. The purpose of this campaign was to drive users to their Facebook fan page.

## Solution

The campaign aimed to reach many mobile users who surf the internet on their mobile devices. The adverts were targeted to Malaysian users, across a wide network of popular channels- News & Information, Entertainment, Search Portals, Mobile Contents and Community channels. This ensured extensive reach within their target audience.

## Results

The campaign drove excellent overall awareness with over 10 million ad impressions and engagement on the **SONY MUSIC** Facebook Fan Page. Over 50% of clicks were obtained from smartphone devices & mobile-tech savvy audiences.

## Campaign Summary

- **Client:** SONY MUSIC
- **Country:** Malaysia
- **Ad Format:** Display Banners

## Campaign Targeting

- **Channels:** Brand Safe Channels
- **Operating System:** All

## Performance

- **Impressions:** 10 million
- **Clicks:** 40 000
- **CTR:** 0.4%

