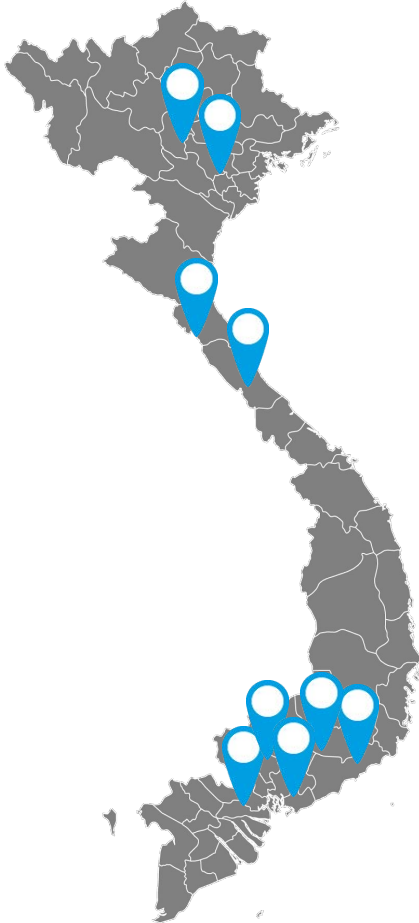


Adidas - Product Launching Vietnam

Footfall | Retail Chain | Agency | Vietnam | 2019 OCT - 2019 NOV



OBJECTIVES

Configure **Hyperlocal display ad** strategy that contains new sportswear products for each of the 17 brick & mortar stores across 6 cities of Vietnam. Targeted Geofence: 200m around each location.

Footfall Attribution to drive in-store traffic as the primary KPI. **Impressions and clicks/ CTR%** as secondary.

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OUR SOLUTIONS

M&A Hyperlocal Targeting

technology focuses on:

- Demographic audience:

- Age: 18-30
- Gender: Female & Male
- Hobbies: sports, sneakers

- Location: 200m radius

advertising around each store in 6 cities: Hanoi, Ho Chi Minh, Da Nang, Nha Trang, Binh Duong, Hai Phong

Adidas creatives medium rectangle (300x250) and interstitial sizes (320x250/728x90) including **Dynamic Element**, indicating the distance from user's location to nearest stores with selected App/Sites relevant to entertainment, news, shopping, fitness, etc

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RESULTS

Delivered

~2,000,000

Impressions

Achieved
high performance
Of CTR

1.22%

Targeted

17

stores

~1,000

Tracked footfall