

Case Study: Consumer Goods Company

This case study shows an AdMobilize solution for the *Experiential Services* client segment. The client shall be referred to as “the Company” hereafter for privacy reasons.

Client Company Overview

The Company is a multinational manufacturer and distributor of beverage products with some of the world's most valuable brands under its umbrella. The Company hosts promotional events such as sporting and entertainment events and product showcases. Promotional events are often held in “tents” which display company advertisements.

Challenge

At these events, there is great capability for advertising campaigns and brand placement, but there is no comparative data on campaign success or any metrics concerning people’s behavior. This uncertainty creates missed opportunities for the Company to promote relevant content throughout their events. The Company expressed its concern with inefficient use of ad space at an upcoming 3-day promotional event to its media agency.

AdMobilize Solution

AdMobilize was called in on this project through its partnership with one of the

world’s largest global communications companies: HAVAS Media. The media agency provided AdMobilize Analytics to its client as a value added service. HAVAS also trusted that information on the number of impressions would help justify its event budget to the Company. We set out to prove our concept, provide real-time analytics for the live event, and gauge the target audience’s reactions to messages in an experimental environment. AdMobilize was able to implement its market research technology and provide accurate campaign analytics immediately following the speedy (3 minutes per technology) installation of the AdBeacon. With the use of AdBeacon Technology, the Company was able to pinpoint campaign and promotion performance and change the placement of certain ads and styles of promotion to improve viewership, as well as the percentage of positive reactions. The Company was able to increase the overall quality of its event by making real time changes in the environment. Metrics captured included: Gaze thru Rate (Ratio of Total Impressions vs. Views), Dwell Time, Peak Times, Ethnicity, Gender, Age, and Emotions.

Findings



The top emotion was happiness at 47.2%.

Certain areas of the event had a greater “happiness” reaction than others.



Actual impressions of 17,400 supported expectancy of approximately 20,000. Thus, the Company understood the event budget was well crafted.

Some areas where significant effort was spent to prepare promotions were not attracting people as much as other areas.

It was clear which promotional styles were successful.



Peak time was reached at 4 PM on Day 2 and 3.



Dwell Time overall average indicated 11.71 seconds.



Target audience was defined as Caucasian (53.9%) male (67%) between 21-30 years old (44%).

To request a demonstration for your business please contact info@admobilize.com.