



BURGER KING - SINGAPORE

OBJECTIVE

To increase online visibility through mobile marketing and get visitors to your site who actually care about what you offer and will want to be there.

TARGETED PEOPLE 14-44 YO Males/Females



SEGMENTS TARGETED



14-18
M/F

Teens



19-22
M/F

Graduate



23-35
M/F

First Jobbers



25-44
F

Housewives



31-44
M/F

Gen X

Broad target customers is sub-divided into granular segments and data helped us to understand the right place to engage the target

RESULTS

673,672

IMPRESSIONS

8,276

CLICKS

1.23%

CTR

58,716

REACH

