

# GOAL

1

Excite users about Magnum's 25th birthday celebrations

2

Generate submissions for lucky draw to get invitation for 25th year celebration party in Singapore

## TARGET AUDIENCE

Females 20-35 years "pleasure seekers"

Pleasure seekers enjoy good things in life, are spontaneous, yet not overly worried about getting their hair wet. They have a playful, lighthearted and flirty attitude and are a joy to be around.



## MOBILEWALLA SOLUTION

### 01 Creative Strategy

Mobilewalla achieved the dual and somewhat conflicting objective of A) Creating buzz about Magnum's 25th year and B) generate leads, by using a Rich Media ad format to grab user attention (and to be synergistic with the Magnum brand's desire to be associated with "all the good things in life"), while, at the same time, adopting a minimalist design approach to achieve simplicity of flow and generate more leads by avoiding drop offs.



### 02 Technology

Mobilewalla's advanced technology platform was utilized to identify the best app media mix that would provide optimal reach into the desired audience. In addition, the advanced technology platform generated quick, in-flight optimisation solutions and produced best outcomes from the target audience.



## II. Media Insights (only showing media with clicks)

Name	Ad spend(\$)	Impressions	Clicks	CTR (%)	Conversions	eCPC(\$)	eCPL(\$)	Target (%)	Target Clicks	Target Leads	eCPTC(\$)	eCPTL(\$)
Talking Tom Cat 2 - iPhone	50.13	16,710	416	2.49%	6	0.12	8	15.49%	64	1	0.78	54
Music Maniac - Mp3 downlo..	44.82	14,940	29	0.19%	2	1.55	22	21.71%	6	0	7.12	103
Anonymous entertainment ..	39.30	13,099	40	0.31%	0	0.98		70.76%	28	0	1.39	
Åtorrent	33.82	11,272	20	0.18%	0	1.69		70.76%	14	0	2.39	
Guess The Emoji : Emoji Po..	33.81	11,271	135	1.20%	2	0.25	17	29.89%	40	1	0.84	57
Talking Ginger Free for And..	30.87	10,291	123	1.20%	0	0.25		70.76%	87	0	0.35	
Can You Escape - Adventure	28.84	9,614	105	1.09%	3	0.27	10	70.76%	74	2	0.39	14
Movie Tube - Watch Free Mo..	28.84	9,613	98	1.02%	0	0.29		10.56%	10	0	2.79	
Hardest Game Ever 2 (Andr..	28.72	9,574	159	1.66%	0	0.18		34.40%	55	0	0.53	
Can You Escape 2	27.74	9,248	56	0.61%	0	0.50		29.88%	17	0	1.66	
Anonymous entertainment ..	26.63	8,875	73	0.82%	0	0.36		70.76%	52	0	0.52	
Flow Free	25.85	8,618	74	0.86%	0	0.35		29.77%	22	0	1.17	

## RESULTS



## CLIENT TESTIMONIAL

“ We are particularly proud of this piece of work with MobileWalla as they have proven to us that they have the technology and resources put in place to deliver stunning results over and beyond. It was the first time we had full and very clear visibility to whom we were reaching out to, and hence the team was able to optimize our spends to decrease wastage and achieve efficiencies not seen in the past. And of course, the icing on the cake was how the team used the winning execution to generate signups to Magnum’s birthday party which were 30% above the target. We are certainly very heartened by the results achieved and are now even more convinced of the potential of mobile for our brands. ”

Ellen Yap, Unilever, Brand Manager, Ice Cream Singapore

Charline Tan, Unilever, Digital Marketing Specialist - Brand Building Singapore