

Case Study | Food & Beverage

Pepsi-Cola International, Cork



Innovative Ads that Stand Out from the Rest

It's our pleasure to serve our clients with our innovative ad formats. Pepsi opted for Innity's new ad format, Mobile OTP to gain brand awareness during the festive season. The ad format appears in full screen, creating a high impact among online users with its attractive animation.

Other than that, Pepsi also utilized other creative ad formats for the campaign to stand out from competitors, for instance, Mobile First View, Mobile Canvas, Mobile Cards and Site Take Over.

About Pepsi-Cola International, Cork

Pepsi-Cola International Cork provides food and non-alcoholic beverages. The Company offers a wide range of consumer goods such as soft drinks, carbonated water, potato chips, and other related consumer products. Pepsi-Cola International serves customers worldwide.

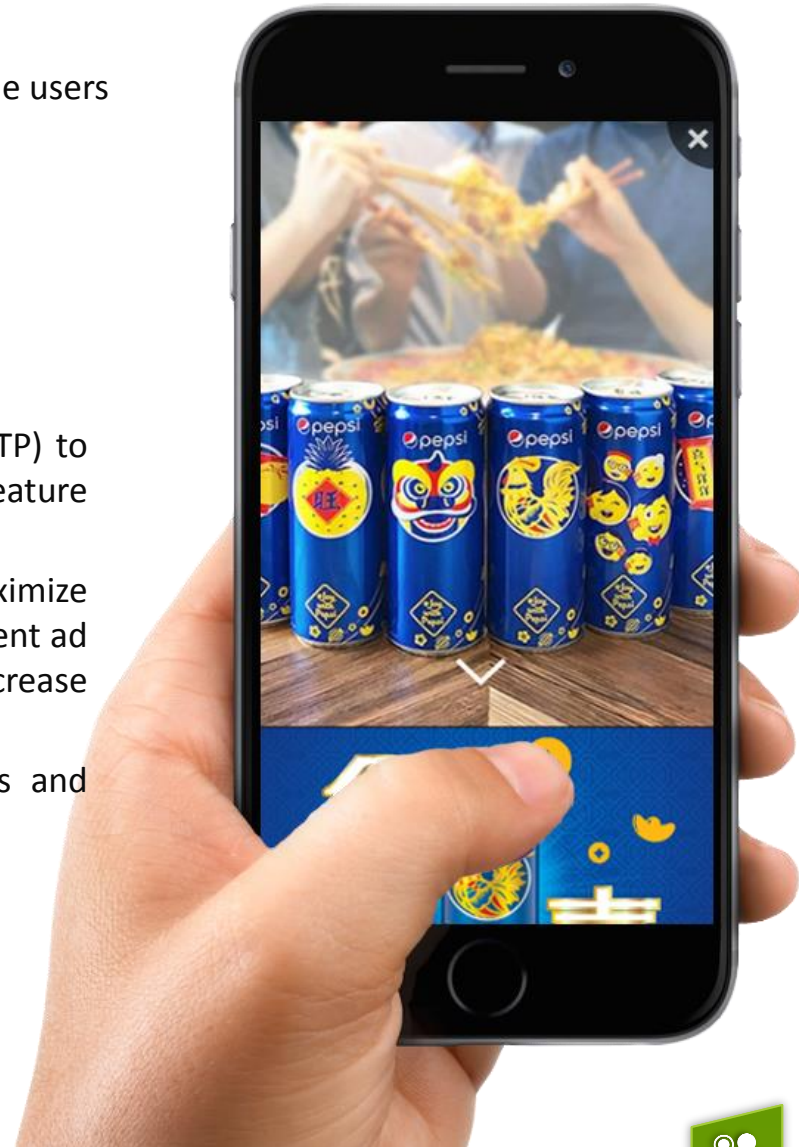


Campaign Objectives:

- Increase consideration toward their latest product among online users
- Promote Pepsi's limited edition cans for the season
- Drive brand awareness during Chinese New Year

The Strategy:

- Utilized our new mobile ad format: Mobile Over The Page (OTP) to run the campaign. Took advantage of the new ad format's feature which was unique and creative enough to attract eye balls.
- Flexible used of ad formats and cross-screen approach to maximize reach. By delivering consistent brand experience through different ad formats that cater to online users across multiple screens to increase brand awareness of their product.
- The ad was distributed through Innity's premium publishers and Innity's network for greater exposure.



The Creatives:

Site Take Over

The ad takes over the entire screen with an impressive high visibility as users will see it before proceeding into the content. Users could click on the ad to know more about the designs.

[View Demo](#)

Mobile First View

The ad encouraged users to interact by tilting their smartphone to explore the entire ad. Users were directed to the official Facebook page for more info upon tapping on it.

[View Demo](#)

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Mobile Over The Page (OTP)

The ad takes over the mobile screen with Pepsi's branded message. Once users click on the ad, it directed them to Pepsi's Facebook page.

[View Demo](#)

Mobile Cards

The ad appears at the bottom of the page as a deck, users can swipe right or left to reveal the sequence of images with brand messages.

[View Demo](#)

Mobile Canvas

The ad appears in full screen after users tap on the invitation ad.

The ad provided extensive space to showcase branded content and users could interact with the ad by scrolling left, right, up and down.

[View Demo](#)



The Results:



Site Take Over:

The ad unit achieved a very good CTR which surpassed the industry benchmark of 4.30%.



Average CTR: 6.40%

Total Impression: 129,827

Mobile OTP:

The ad unit successfully attracted more than **52,400** impressions in just **4** days. Mobile OTP is one of the best Hi-impact ad formats to be used for brand awareness.



Average CTR: 12.41%



The Results:

Mobile First View:

The ad unit managed to attract **321,169** eyeballs.



Average Time: Spent: 29.50 sec

Mobile Canvas:

The ad unit garnered **2,014,067** impressions.



Average Time Spent: 71.83 sec

Mobile Cards:

The ad unit attracted **236,295** eyeballs in just **7** days.



Average CTR: 0.85%



Average Time Spent 104.70 sec

" We are constantly working on coming out with more innovative Hi-impact ad formats to marketers, and at the same time enhance user's ad experience. Our creative ad formats will enrich your branding campaigns with effective engagements and better brand awareness. "

-Innity team

For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: my.sales@innity.com

