



# HIMALAYA WELLNESS CAMPAIGN

Beauty / Health | *Direct* | Philippines | Aug 2018

## CAMPAIGN OBJECTIVES

---

To deliver campaign message and **boost engagement** among target audience about the new toothpaste - Botanique and lead them to purchase the product



Beyond Location. Precise Audience

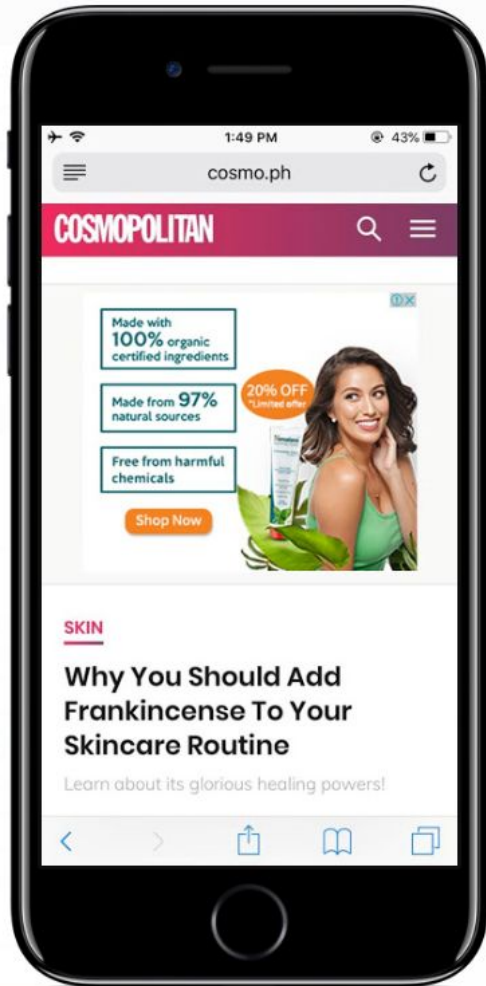


**YOOSE**



# HIMALAYA WELLNESS CAMPAIGN

Beauty / Health | Direct | Philippines | Aug 2018



## OUR SOLUTIONS

**Create and increase awareness** for the new toothpaste brand - Botanique.

**Hyperlocal target** audience to increase online sales and stores sales at the areas around stores in Philippines.

**Implement audience targeting** to identify and show ads to females at the age between 24 and 45 with high disposable income.

Visit our full showcase at [demo.yoose.com](https://demo.yoose.com)

Beyond Location. Precise Audience

**YOOSE**



# HIMALAYA WELLNESS CAMPAIGN

Beauty / Health | Direct | Philippines | Aug 2018



## RESULTS

Delivered over

**1.06M**

views

Achieved

**4.15%**

high performance  
CTR

Delivered

**41,819**

clicks

Over

**29**

locations  
Hyperlocally  
Targeted

Beyond Location. Precise Audience

**YOOSE**