



Huawei - P8 Lite

Telecommunication / Technology | *Partner* | Austria | SEP - OCT 2015



CAMPAIGN OBJECTIVES

- Raise awareness and interest for the new Huawei smartphone – P8 lite among university students in Austria.
- Increase market penetration for the new product in the target market.

Beyond Location. Precise Audience

YOOSE

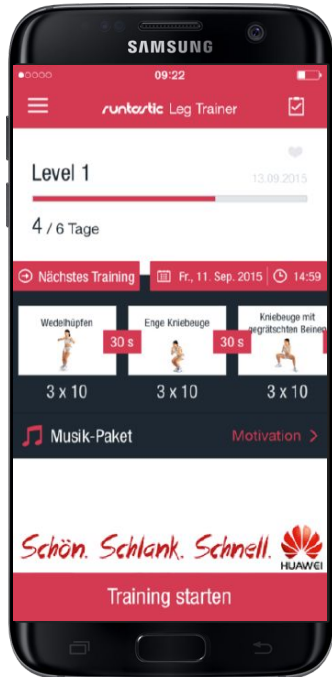


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OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyze easily at a glance.



OUR SOLUTIONS

- Created captivating banners for Huawei's target audiences
- Hyperlocal and Contextual mobile apps and sites (education, entertainment, lifestyles, etc.) targeting to reach the right audience precisely among 55 target locations with minimum target radius (max. 200m around each location)

Visit our full showcase at demo.yoose.com



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HUAWEI P8 lite

Minimal to the max.

Simple design. Superb performance.



RESULTS

Over
480,000
views

More than
2,700
clicks

Targeted
55
universities