

# F11 & F11 PRO LAUNCHING

Telecommunication | OPPO | Vietnam | APRIL 2019

**Generate awareness** for the launching of **OPPO's F11 and F11 Pro**

**Drive and track traffic** to stores.

**Boost** pre-order and sales activities

oppo

**YOOSE**



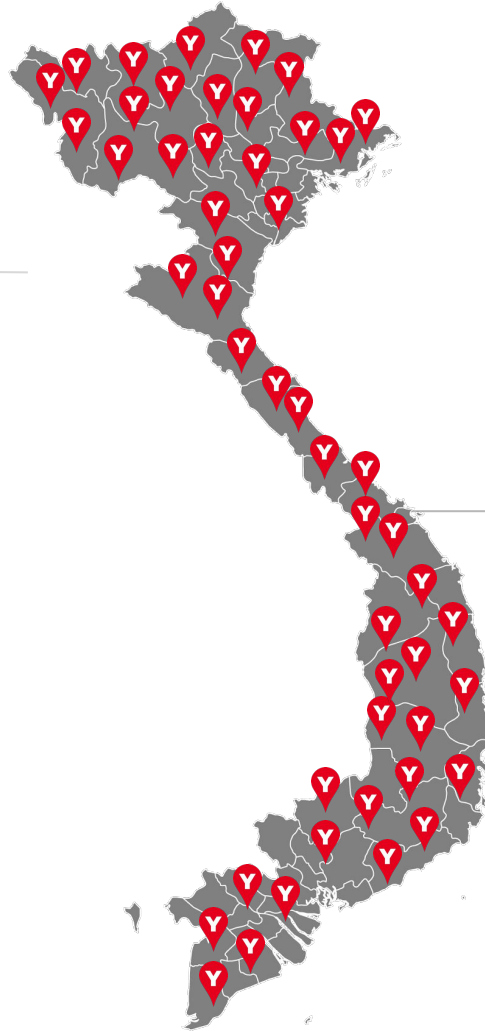


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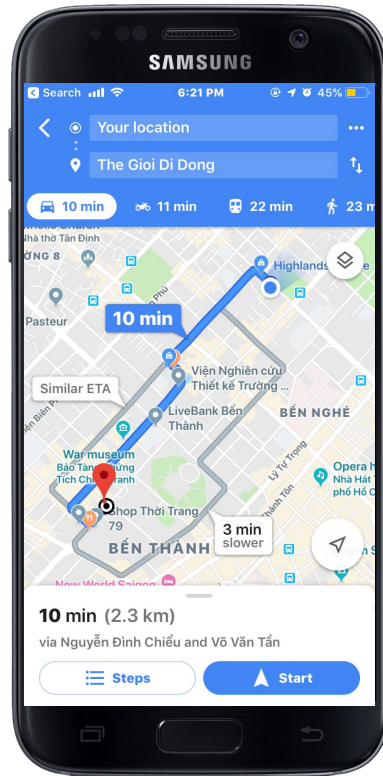
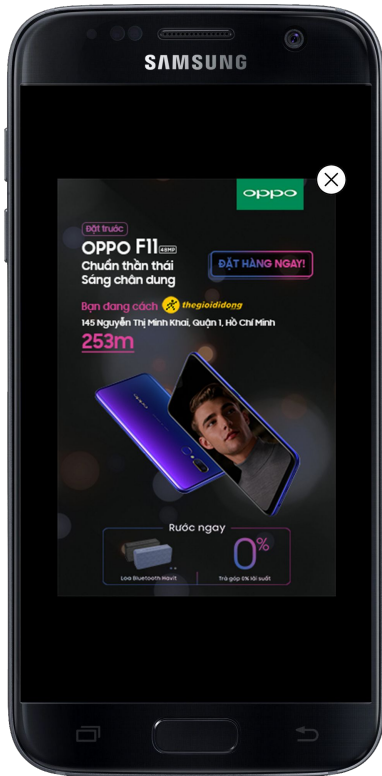
## OUR SOLUTIONS

Configure **Hyperlocal Targeting** strategy for each of the 2,015 OPPO's distribution locations across HCMC. *Targeted Geofence: 500m* around each location.

Use **Dynamic Ads** to deliver live locations to attract and drive traffic to retail stores.



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## OUR DYNAMIC BANNER

Our **Dynamic Banner** captures and drives traffic to OPPO's distribution stores: Nearest store information and real time distance is displayed on ads  
➤ Direction to the store is shown after Target Audiences click on ads.

Our **Native format** generates greater conversion and engagement, builds up relevance and empower customers with valuable content.

Our **Interstitial Ads** give full ads coverage, generate 3 times higher eCPMs rate than standard banner, and engage with target audiences effectively with high visual impact creatives.

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## RESULTS

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Delivered over  
**2,959,275**  
views

Achieved  
high performance CTR  
**1.8%**

Drive  
**3,445**  
Footfall

**2,015**  
store locations  
targeted