

Restaurant Hoshigaoka - The Grandstand

Food & Beverage | Partner | Singapore | 2016 JUL - 2016 SEP

CAMPAIGN OBJECTIVES

Newly opened branch at Singapore's The Grandstand for Hoshigaoka, Japanese Family restaurants. Campaign objective clearly defined as promotion and awareness and footfall.

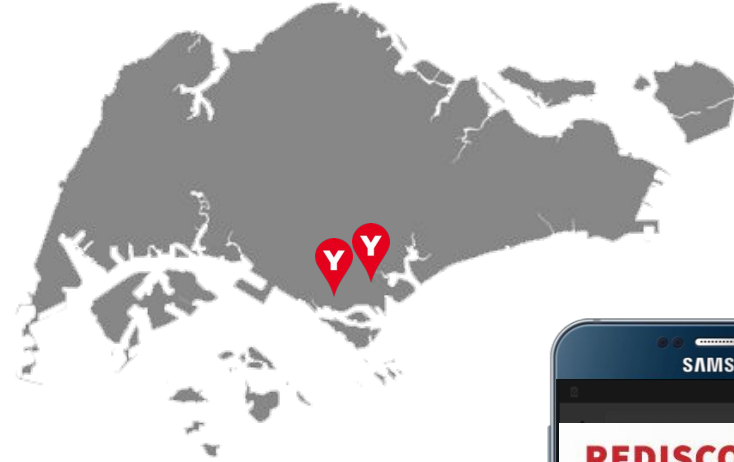
OUR SOLUTIONS

Banner sizes both standards and interstitials. Mix selected to have best compromise for awareness/ views and interaction/ clicks. Banners incentivizing the restaurant visit by announcing special prices.

Geofencing with 2km radius around the Grandstand on Bukit Timah area to reach to mobile audience and drive footfall to the restaurant. A secondary Singapore citywide campaign creating awareness regarding the opening. YOOSE Footfall tracking.

RESULTS

- Starting campaign was for July only, **subsequent campaigns** for August and September.
- Overall the campaign achieved more than **1.3 million views**, with **1.20% CTR** (July), **2.50% CTR** (August) and **1.96% CTR** (August).
- Increased footfall** confirmed by Hoshigaoka restaurant.



Beyond Location. Precise Audience

YOUSE