



# Sally Hansen - Watson & Guardian Stores

Travel Retail / Beauty | Agency | Singapore | 2016 SEP

## CAMPAIGN OBJECTIVES

- Help drive footfall to Selected Watson/Guardian Stores in Orchard/CBD



## OUR SOLUTIONS

We geo targeted mobile users across Orchard and the CBD areas and directed them to the nearest Guardian and Watsons stores.

Our in-house creative team created eye-catching banners and an interactive mobile landing page with multiple calls-to-action to capture travellers' attention

## RESULTS

- Overall CTR **2.04%**, more than **2x** industry average
- Over **887,800** views

