



Shiseido - Airports and Citywide December 2016

Beauty / Travel Retail | April Six | France, Hong Kong, Thailand | 2016 DEC



Beyond Location. Precise Audience

CAMPAIGN OBJECTIVES

April Six Singapore for **Shiseido** with a classic setup for a beauty product for travel retail:

- **geofences** on airports and inner city areas of Paris, Bangkok and Hong Kong.
- increase **brand and product awareness** for Shiseido.
- **drive footfall** from cities but also inside the airports to the duty free shops at the airports.

Target local audience and target Chinese travelers.

YOOSO



Shiseido - Airports and Citywide December 2016

Beauty / Travel Retail | April Six | France, Hong Kong, Thailand | 2016 DEC



OUR SOLUTIONS

High precision geofences on airports in Paris, Bangkok and Hong Kong. Larger geofences (2km radius) on inner city areas of those cities.

Mixed **standard** and **interstitial** banner for best results in views/ impressions and clicks. Daily optimization process to ensure high CTR.

Contextual targeting of Apps and mobile websites with particular interest for travelers, beauty context and lifestyle.

Banner sets in local language (French and Thai) and English. Complete separate set of banners in Chinese language in order to get to Chinese audience, using **language setting** of the phone set to Chinese.

Visit our full showcase at demo.yoose.com



Shiseido - Airports and Citywide December 2016

Beauty / Travel Retail | April Six | France, Hong Kong, Thailand | 2016 DEC



RESULTS

Over
1.0% CTR
total campaign

Approx.
4.5Mio
views for
citywide

Approx.
1.7Mio
views at
the airports

**follow up
campaign**
in March 2017 for
Paris Airport and
City