



Starbucks - Merry Sips, Take Reward

F&B | Leverage | Singapore | NOV 2018



Beyond Location. Precise Audience

CAMPAIGN OBJECTIVES

Boost awareness and interest for the Christmas drinks of Starbucks Singapore.

Capture the potential audiences and drive further **conversion** into loyal customers.

YOOSE

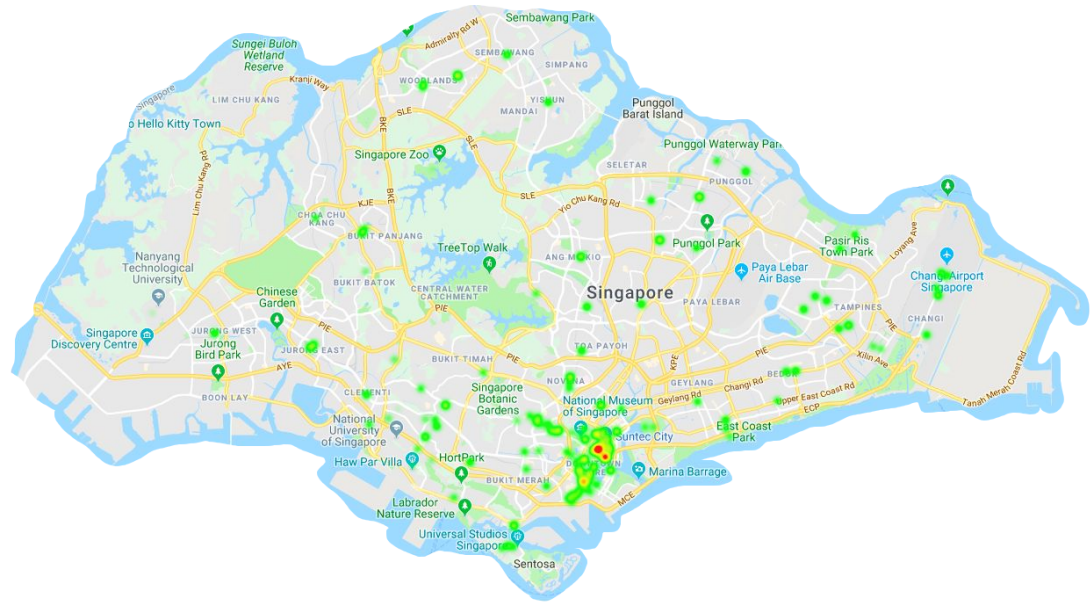


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OUR VISUAL HEAT MAP

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



OUR SOLUTIONS

Hyperlocal target 139 Starbucks stores across Singapore to promote the Christmas Starbucks drinks at the right time to the right customers.

HTML5 interactive ad to engage with target audience and drive further conversion for Starbucks membership.

Visit our full showcase at demo.yoose.com

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OUR CREATIVE



Attractive creative to capture attention of the target audience.

Click to reveal more effects



Interactive ad to engage with the target audience and lead to offline conversion.

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RESULTS

Delivered

106,889

views

More than

1,110

clicks

Achieved

1.04%

high performance
CTR



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