



Su:m37 at Tangs in Orchard & Vivo City

Retail / Event Activation / Beauty | Partner | Singapore | Jun - Aug 2017



THEFACESHOP



CAMPAIGN OBJECTIVES

Boost awareness for Su:m37 product ranges at The Face Shop at Tangs in Orchard and Vivocity shopping malls.

Use **Hyperlocal**, **Contextual**, **Demographics** layerings to reach the right audience at the right spots.

Use Dynamic Banners technology to entice customers' visits with **proximity awareness boost**.

Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

Configure **Hyperlocal Targeting** strategy for each of the TANG malls. *Targeted Geofence*: 1km around Tang Orchard and TANG Vivo City.

Use Demographics targeting to target **Females 25 -50**.

Curate the right audience by **Publishers Selection** to provide the right contextual targeting on relevant publishers (Beauty, Shopping, Lifestyle, etc.)

Use **Dynamic Banners** to reach out to nearby shoppers to visit The Face Shop outlets.

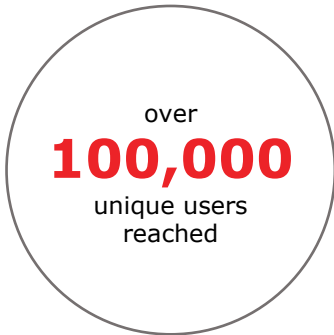
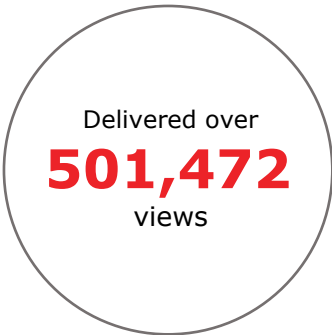


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