



Unilever - Dove Shampoo and Dove Body

Beauty / Retail | Direct | Singapore | 2017 JUL and AUG



CAMPAIGN OBJECTIVES

Unilever with a direct campaign for two Dove products: Dove Shampoo and Dove Body Wash.

Promotion and **awareness** for Dove products at 30 Guardians stores in Singapore territory. Drive **footfall** to those locations.

Unilever wanted to test a new banner technology to check and measure **interaction on mobile banners**, i.e. incentivise user to remain on mobile banner and interact with it.

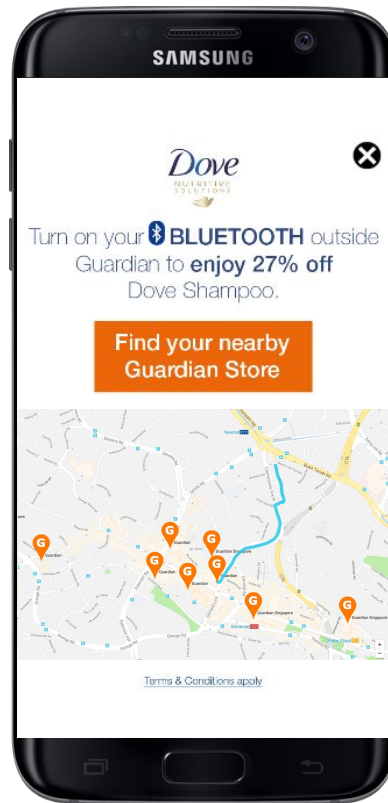
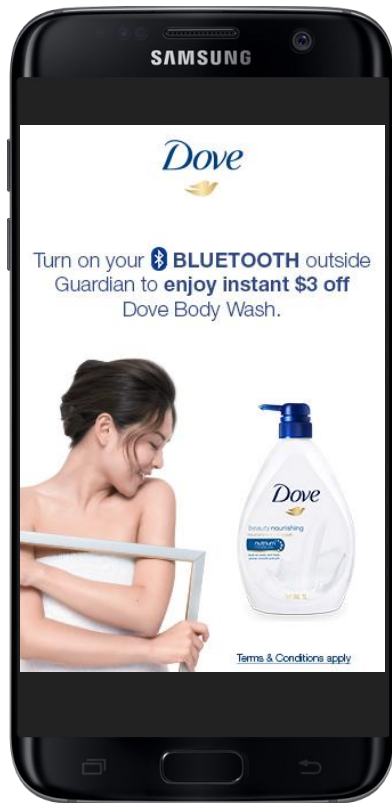
Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

Traditional setup for geofenced advertising for a retailer chain and beauty product: High precision 1 km radius around 30 Guardian stores inside Singapore business territory. App and mobile site selection based on context for Beauty, Cosmetics, Lifestyle and rather female audience.

Activated footfall measurement to be able to track movement towards and inside Guardian stores.

Highlight was the banner design with a combination of Rich Media Banners and Dynamic Banners. Rich Media element with "Scratch Element" to show the benefits of Dove products, replacing dry skin with moisturized skin. Dynamic element showing the distance from user to the nearest Guardian store.

Visit our full showcase at demo.yoose.com



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RESULTS

Over
2Mio
views

Exceptional
>1.90%
CTR

Exceptional
Interaction
rate on Banners

Incremental
Footfall
confirmed by
Guardian stores

Beyond Location. Precise Audience

YOOSE