

Ford Case Study

PHILIPPINES

 **ECOBOOST**
CHALLENGE



Near helps Ford target young professionals to drive foot traffic to Ford EcoBoost Challenge for the launch of 'Fiesta' in Philippines

OBJECTIVE:

To drive foot traffic to its 'EcoBoost Challenge' event with the intent to promote its forthcoming launch of 'Fiesta' amongst its target audience.

SOLUTION:

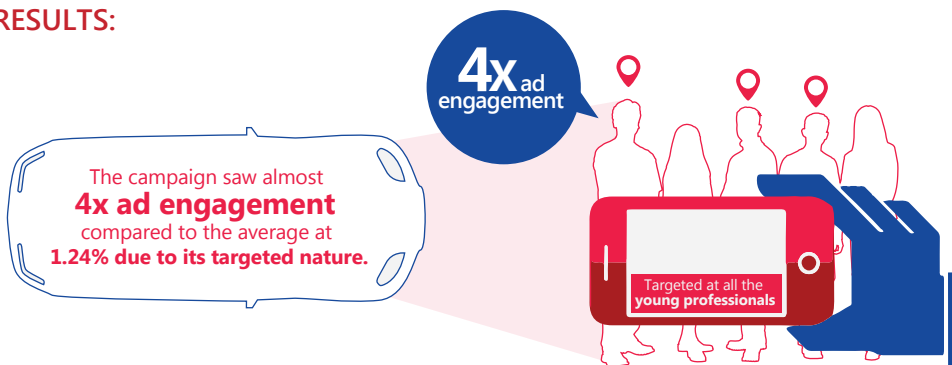
Ford was looking to promote the launch by running a mall display and a test drive for its customers to get a firsthand experience of the new 'Fiesta'. It also wanted to reach out to its prospective customers who were On The Go, to drive awareness of the event.

Near, through its proprietary technology built an audience segment of young professionals using its past location footprint & content consumption in order to leverage Ford's event with the target segment at the right time.

The mobile ads displaying the image of brand new Fiesta along with EcoBoost Challenge details were targeted at all the young professionals between 21 – 35 years who were seen around and within the mall premises in order to drive traffic to the event.

The Rich Media ad creative had the '**View Route/Map**' and '**Know More**' options to communicate the address and map of the closest event venue along with standard brand communication.

RESULTS:



CAMPAIGN SUMMARY

Location:

Philippines

Objective:

To drive foot traffic to EcoBoost Challenge to promote its upcoming launch of Fiesta

Solution:

Young professionals were targeted around malls to drive them to EcoBoost Challenge to give them a firsthand experience of the newly launched Fiesta



Ad Format:

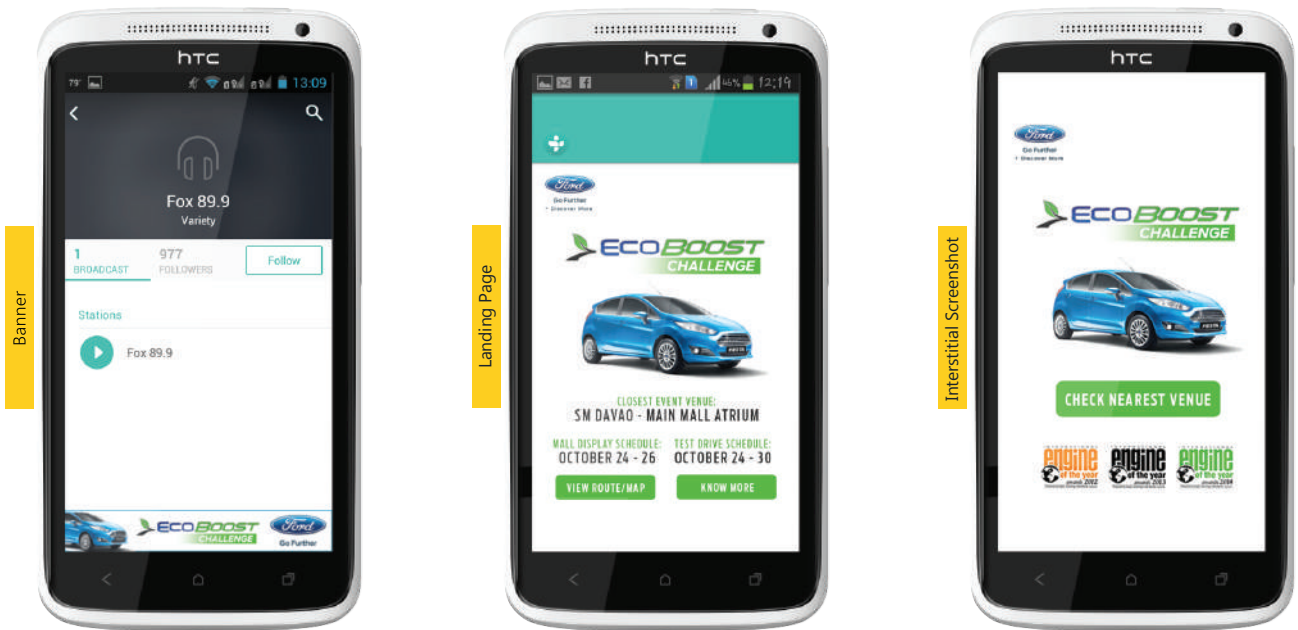
In app banners with Rich Media creatives



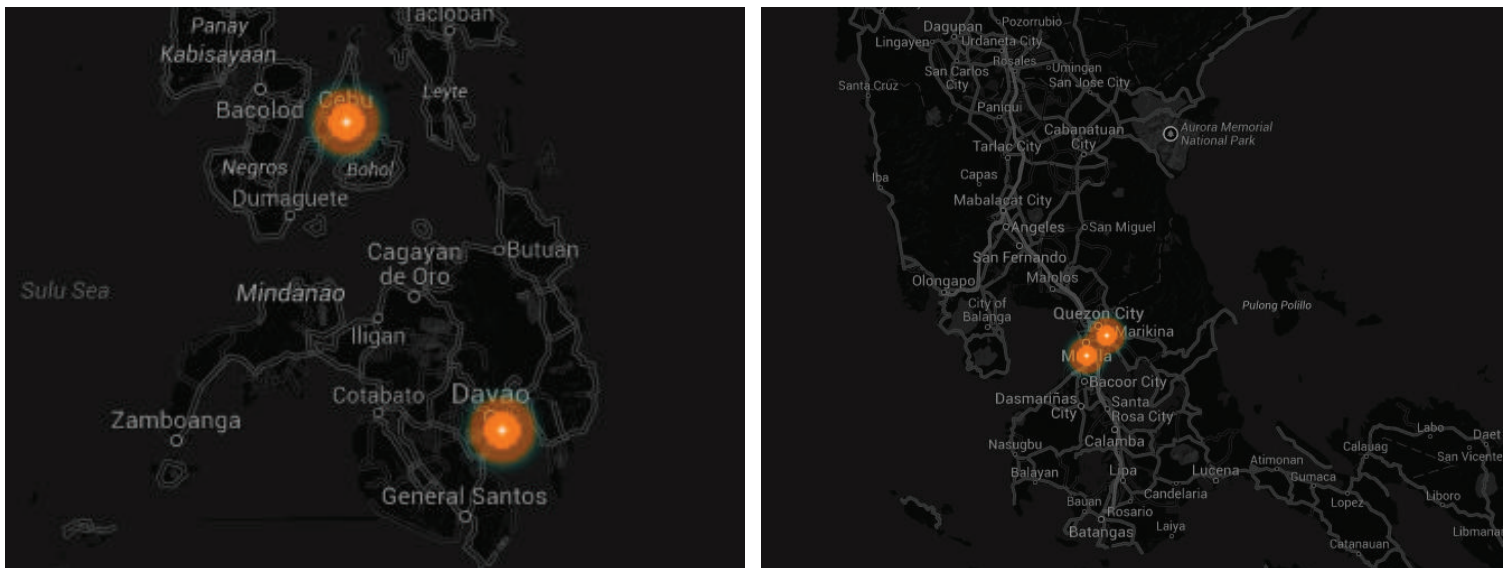
Platforms:

Smartphones

IN-APP AD CREATIVES >>



HEAT MAP >>



About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.