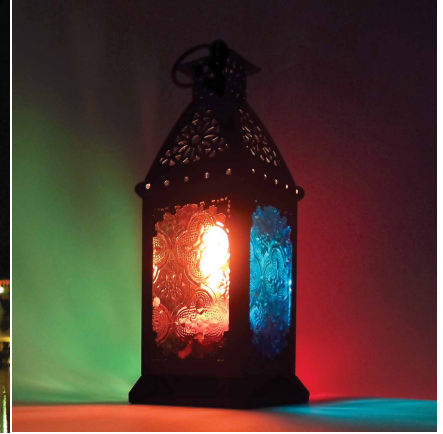


# Driving consumer engagement for Panadol MALAYSIA



*Near's location intelligence help Panadol to be more relevant with Malaysians during Ramadan*

## OBJECTIVE:

Drive awareness and consumer engagement of Panadol amongst Malaysians during Ramadan

## SOLUTION:

Panadol wanted Malaysians to live & celebrate Ramadan in all its spirit & energy by not letting pain affect their social lives. In order to do so, Panadol asked the people in Malaysia to share their precious Ramadan moments in the form of pictures & videos. Since in general, people in Malaysia follow a different routine during their day to day life in Ramadan, the challenge for the brand was how to reach out to its audience by communicating the message in the most 'relevant context', that too, on-the-go.

Using Near's data-driven marketing capabilities, all the smartphone and tablet users seen in and around Ramadan bazaars, restaurants (during break-fast time) and residential areas (using the sahur & iftaar timings) were targeted. They were shown ads in real-time, promoting the key brand messaging, as well as asking them to share their Ramadan moments with Panadol in the form of a short video or pictures. On clicking the ad, the users were directed to the landing page which enabled them to watch the Panadol #Ramadan Malaysia video.

## RESULT:

The campaign saw higher user engagement two days prior to Ramadan which indicates that the users were prepping up for Ramadan with an intent to live pain-free and be in a festive mood. Higher engagement was seen from the males aged between 45-54 years. Reach was high with the users seen on social networking and health & fitness apps.

The campaign saw higher engagement at 1pm and 9 pm, and the engagement peaked during mid-week on Tuesdays and Wednesdays. The campaign saw most of the audience actively participating & engaging with the brand by sharing their Ramadan experience and special moments in the form of pictures. As a result of this, the campaign engagement was almost 2X the usual due to its targeted nature. The video consumption was seen higher among the older age group.

## Panadol

### CAMPAIGN SUMMARY

#### Location:

Malaysia

#### Objective:

To drive awareness & consumer engagement of Panadol during Ramadan

#### Solution:

Near's location intelligence helped Panadol reach its target audience seen in and around selected locations in real time.



#### Ad Format:

In App Banners



#### Platforms:

Smartphones and Tablets

# RESULTS >>



Higher engagement was seen  
**2 days before  
Ramadan**



## Most engaged



**Males**  
45 - 54 years



**Content**  
Social Networking  
Health & Fitness

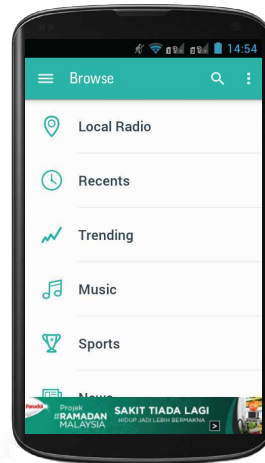
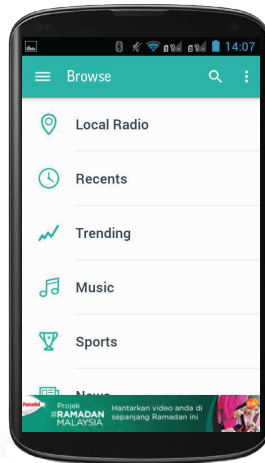
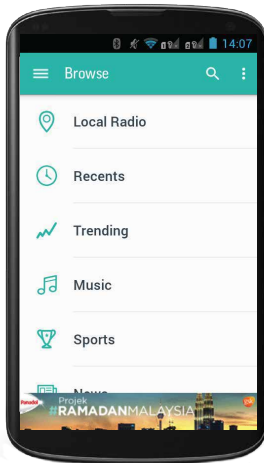


**Time**  
1 PM to 9 PM



**Days**  
Tuesday  
Wednesday

# IN-APP AD CREATIVES >>



## About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behaviour for data-driven decisions.

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

Near is backed by investments from leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Telstra Ventures and Global Brain Japan. Visit [www.near.co](http://www.near.co) to find out more.