



CASE STUDY SMART POSTPAID

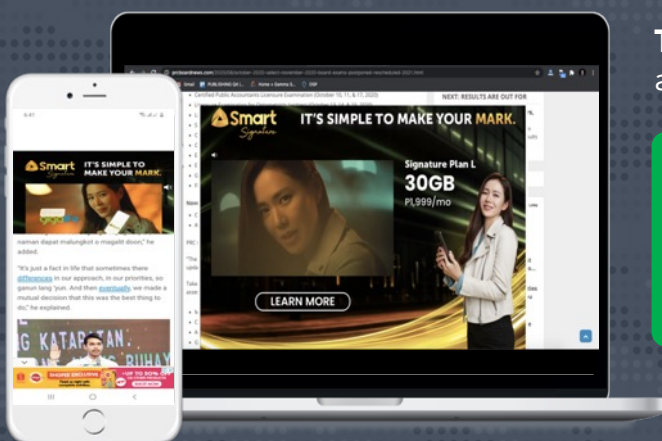
BRAND AWARENESS

OBJECTIVE: Smart's upgraded signature plan is new to the market. Objective is to drive awareness to for both current and new subscribers and leverage on the Korean fandom in the Philippines.

INSIGHT: As Filipinos rely on the internet for information, more articles and contents are consumed. Being in that space enables the brand to be noticed and not just seen.

SOLUTION: Going big in both content and execution, the in-view page experience ad format just cannot be missed. This high viewability format was integrated within relevant article and Techies and K-drama audiences.

RESULTS



TECHNOLOGY: Ambient DSP and Ambient DMP

56.14%
Completed Rates

885,417

KPI Impressions

893,276

Delivered Impressions

0.61%

CTR