

# Case Study – Mobile Application

## BINGO



- ▶ Involved engagement with the customer for more than 10 mins that is not possible in any other media
- ▶ The brands can be promoted in the defined banner pages along with the ticket when the game is on
- ▶ The brand and its attributes can be further reinforced with ads / quizzes during the breaks
- ▶ There is motivation for the customers to engage with the brand consciously and in an involved manner
- ▶ Creates positive impressions about the brand or any of the offers from the brand