

## Near Case Study

### Adidas - India



*Targeted Mobile Ads by Near help Adidas drive product & location awareness for the launch of their 'Boost' and 'Samba' range of shoes*

#### CHALLENGE:

Adidas was looking for a targeted & measurable way to drive awareness for its product launches of their "Boost" & "Samba" range. The objective was to not only inform customers about the product but also give them real time information on the store location where the customer could purchase the product based on the customer's location.

#### SOLUTION:

Near built a customised mobile audience for Adidas by targeting customers who were :

- Present within a 3 Km radius of its 160 stores.
- Visiting youth hangout areas like coffee shops and malls.
- Visiting sports activity zones like gyms, stadiums and parks.
- Seen to have previous interactions with earlier Adidas campaigns.

If a customer would qualify for any of these geo fence targeting schemes, he would be shown an Adidas Mobile ad that would also contain the location of the nearest Adidas store.

On clicking the in-app banner, the user would see a dynamically generated landing page with the address of the nearest store.

#### RESULT:



There was a spike in number of  
**users engaging**  
**with this campaign**



#### CAMPAIGN SUMMARY

##### Location:

India

##### Objectives:

Drive Awareness of the New Product Launches- "Boost" & "Samba" range of shoes.

##### Solution:

Location based targeting in Youth Hangouts, Gyms, Sports Shops, to reach the target audience for the new products.



##### Ad Format:

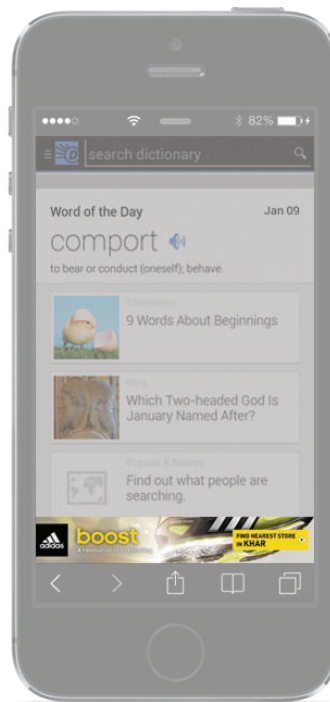
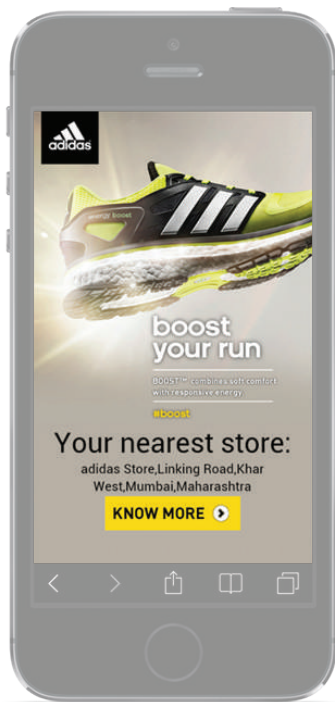
Dynamic location based In-App Banners and Landing Pages



##### Platforms:

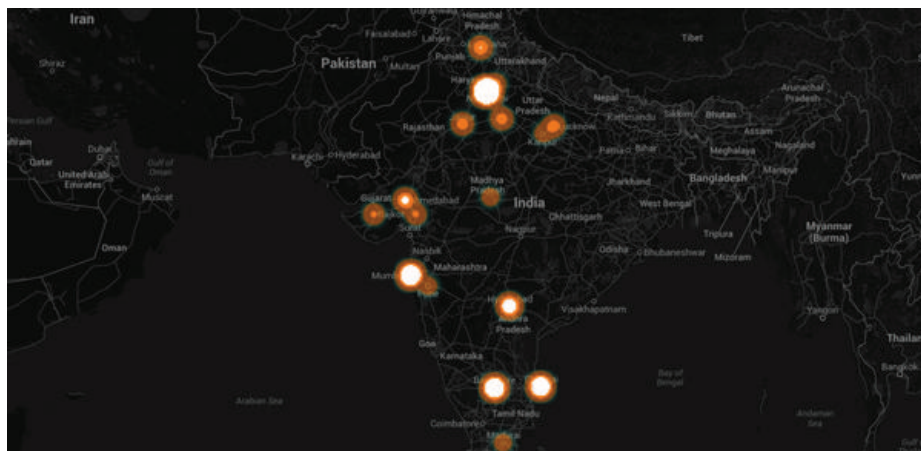
Smartphones, Tablets on Android and iOS

## AD CREATIVES >>



Address of the outlet nearest to the user is automatically displayed on the LP

## 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](http://www.near.co) to find out more.