# Near Case Study
## BOSE - India

**near**
PLACES . PEOPLE . PRODUCTS



**BOSE** ®

*Audience targeted Mobile Ads powered by Near help Bose target air travellers and affluent audiophiles in India for its new product launch.*

## CAMPAIGN SUMMARY

### CHALLENGE:

Bose was launching a revolutionary new technology: in-ear noise cancelling earphones. Priced at over USD 300, this was a premium product aimed at affluent audiophiles and frequent air travellers.The objective was to drive awareness in this audience in the most personal way - Mobile.

### SOLUTION:

Near built a customised mobile audience for Bose targeting Affluent & Travellers, who were:

- Present within a 500 meter radius of all airports in India
- Visiting 5 star hotels in the vicinity of airports
- Living in the top 10 percentile of Residential areas

Additionally, the user had to be on an Android smartphones or an iOS device to be eligible to see the Mobile ad.

If a user would qualify for these targeting parameters, he would be shown a Bose ad on accessing any of Near's 40,000+ partner apps on Android and iOS.

On clicking the in-app banner, the user would see a dynamically generated landing page with the address of the Bose store nearest to the user at that point in time.

### RESULT:

**Location:**
India

**Objectives:**
Drive awareness of New Product Launch with New Technology amongst target audience.

**Solution:**
Target audience of affluent & air travellers shown In-App ads with product details which directed to landing page which had address of the nearest Bose store.
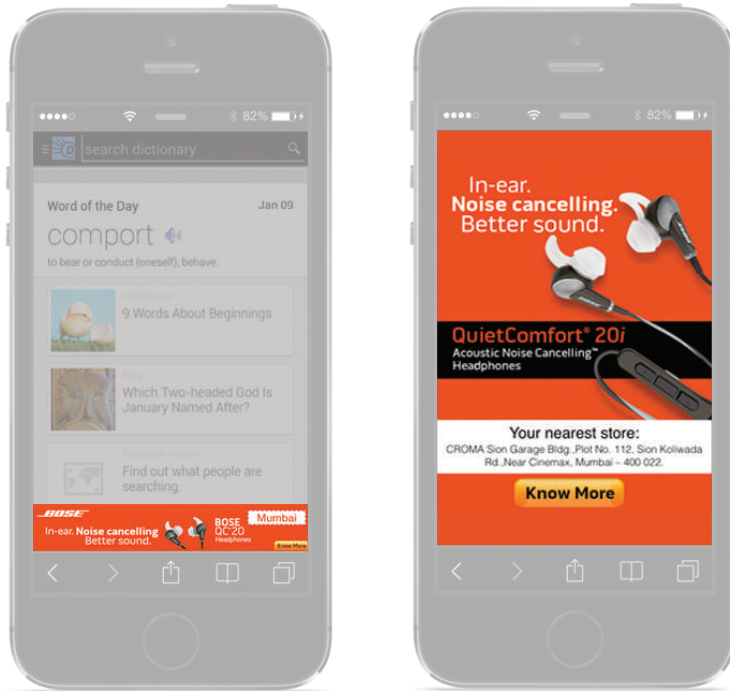
**Ad Format:**
Dynamic location based banners and landing pages

**Platforms:**
Smartphones, Tablets on Android and iOS

## OVER 5000 CLICKS DELIVERED PER DAY

Intelligence of top performing retail stores by reach and by response rate shared with the client.

# AD CREATIVES ≫



Address of the Bose store 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 to find out more.