



ASIA

Philips Domestic Appliances Delights Malaysians with Engaging Rich Media



Solution
Understanding Consumers, Engaging with Customers, Acquiring New Users

About Philips Domestic Appliances

Philips Domestic Appliances is known for its superior technology and thoughtfully designed products. The brand needs no introduction and is one of the leading players across the world among domestic appliances brands. With a rich legacy of over 130 years, consumers around the world have benefited from Philips' innovation heritage to turn houses into homes.

The Highlights

2.8X

CTR

1.3 Mn

unique users reached



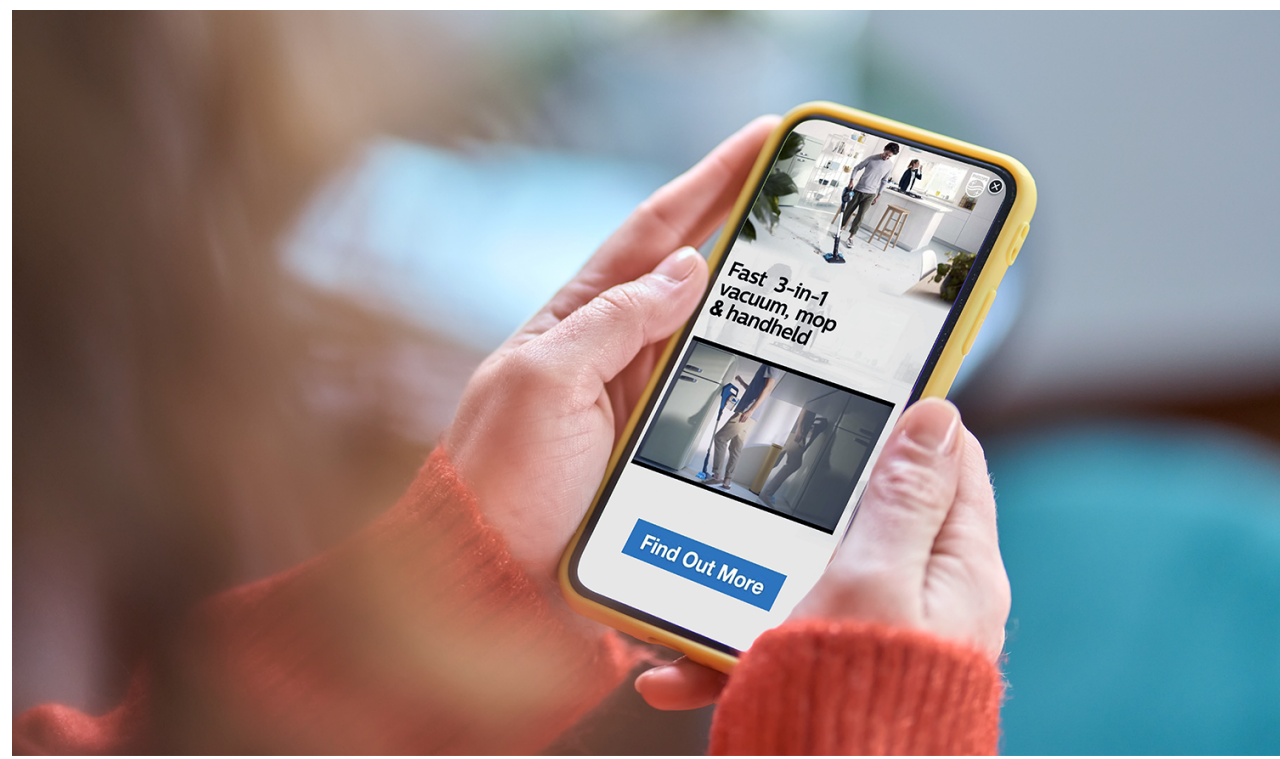
"With more Malaysians looking for innovative cleaning solutions after the pandemic, we knew we had to reach out to them and be where they were. InMobi helped us identify where they were most likely to see us and drive deep impact and great engagement with an immersive rich media experience."



Karen Chua
Campaign Manager

The Brand Objective

Even in 2022, the effects of the pandemic continued to impact various aspects of Malaysians' daily lives. One such area is managing the household, with consumers continuing to find devices that help them clean their homes easily and effectively. While there was a rise in interest as well as demand for hands-off products, manually operable multifunction products were also considered a great way to make cleaning more convenient. And while traditionally, household appliances were bought in-store, people began to research, explore and buy them online. Thus, Philips had to create an engaging and informative mobile experience around its revolutionary 3-in-1 handheld vacuum cleaner and mop to aid product discovery and purchase decisions. The brand needed to find a technology partner that would help them do just that.



The Solution

Philips brought InMobi into the picture, with the advertising agency Carat. Together, with the power of targeting, smart placements, and an eye-catching experience, the brand drove consideration for its unique 3-in-1 vacuum cleaner.

1. Reaching the Right Audience in the Right Place

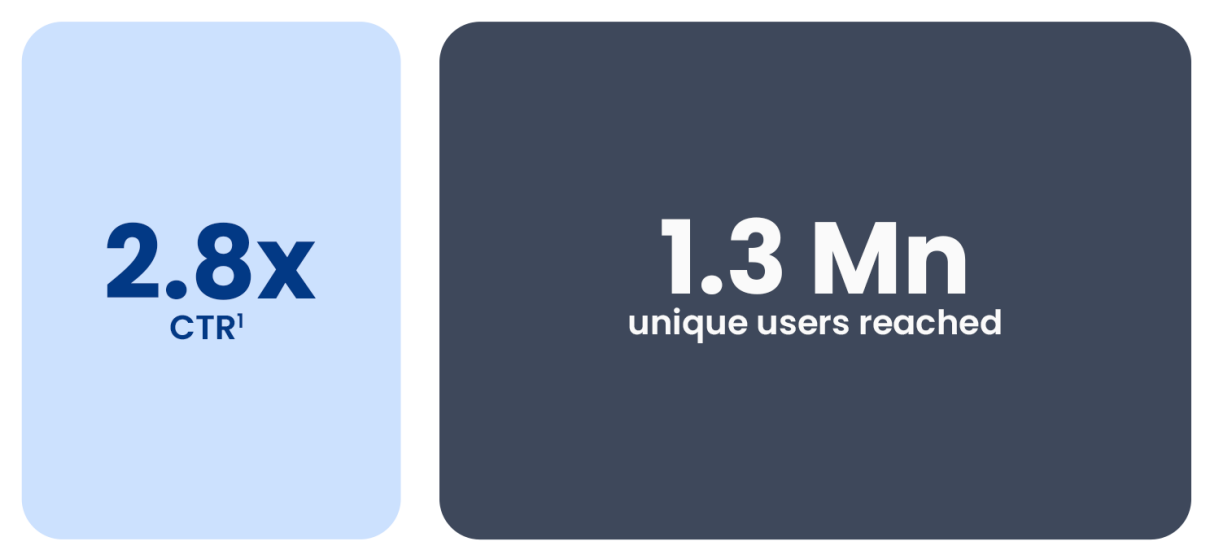
By leveraging InMobi Audiences, Philips reached Malaysians interested in household products between the ages of 25 and 55. The targeting was refined to help them reach electronic shop visitors, parents, people interested in appliances, and new homeowners. Philips and InMobi thus combined various demographic, appographic, and technographic traits to reach high-intent audiences on their devices by appearing on the apps that most engaged them such as utility, entertainment, and news apps.

2. An Unmissable Interactive Experience

Philips served a hard-to-miss interstitial rich media experience that led the viewer to discover the product's USPs. The CTA, "Find Out More", led them to the product page, where they could see specifications and customer reviews with easy access to purchase.

The Results

When smart targeting, powerful placements, and an impactful story met, it led to stellar results for Philips, with thousands of Malaysians interacting with the creative and visiting their product page! The campaign was a huge success, receiving the highest engagement in 6 cities: Kuala Lumpur, Seri Kembangan, Kota Kinabalu, Skudai, Kuching, and Sibu.



¹ Compared to the industry benchmark for interstitials