


Case Studies



Asia [SHARE](#) [DOWNLOAD](#)

Bear Brand Leverages the Power of AR to Connect with Ramadan Observers in Indonesia

Solution
Engaging with Customers

About BEAR BRAND

A brand from the house of Nestlé, BEAR BRAND, is a 100% pure sterilized milk.

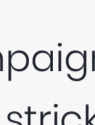
Highlights

26x

full-funnel engagement delivered

100x

higher clicks on final CTA



To light up the spirit of Ramadan, we decided to launch a mobile-first campaign that leverages our association with Inspigo, a podcast platform to spread positivity and encourages observers to do good deeds during the COVID-stricken Ramadan. The AR-technology based ad creative drove users to a daily podcast series during "Imsak" and "ngabuburit," inspiring consumers to act on their pure intentions. With such an immersive ad experience and the accompanying results, it is evident that mobile plays a huge role in driving real connections and bringing a positive change in the connected world.



Halim F Hasra
Brand Manager of Bear Brand

The Objective

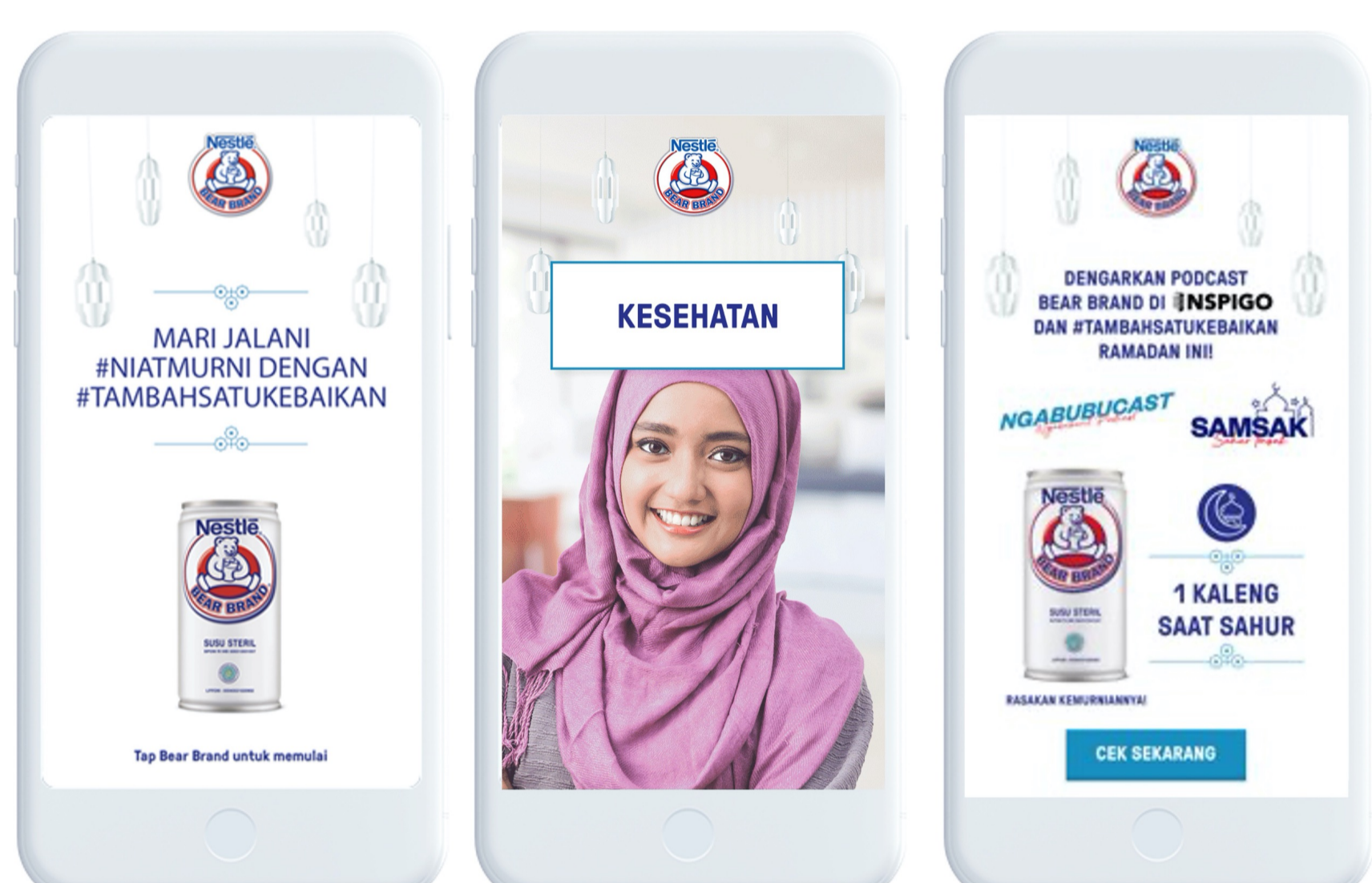
Ramadan is Islam's holiest month, a month where observers act on their pure intentions and do good deeds. However, since 2020 the world has been hit by the COVID-19 pandemic, which effectuated a limit on social activities with lockdowns in countries across the globe. This made Ramadan 2020 and 2021 different from the years before the COVID-19 outbreak when Indonesian observers used to fast and worship together in mosques and break their fast with their loved ones. BEAR BRAND stood up to the occasion and decided to reinstate the spirit of Ramadan into people's lives during these tough times. The brand promoted the concept of inspiring consumers to act on their pure intentions through a special Ramadan podcast series in collaboration with Inspigo. The idea was to activate a daily podcast series during "Imsak" and "ngabuburit" and spread positive thoughts during holy moments. The brand thus needed to move the awareness on a mobile platform, where Indonesians always are, to drive this initiative.



The Solution

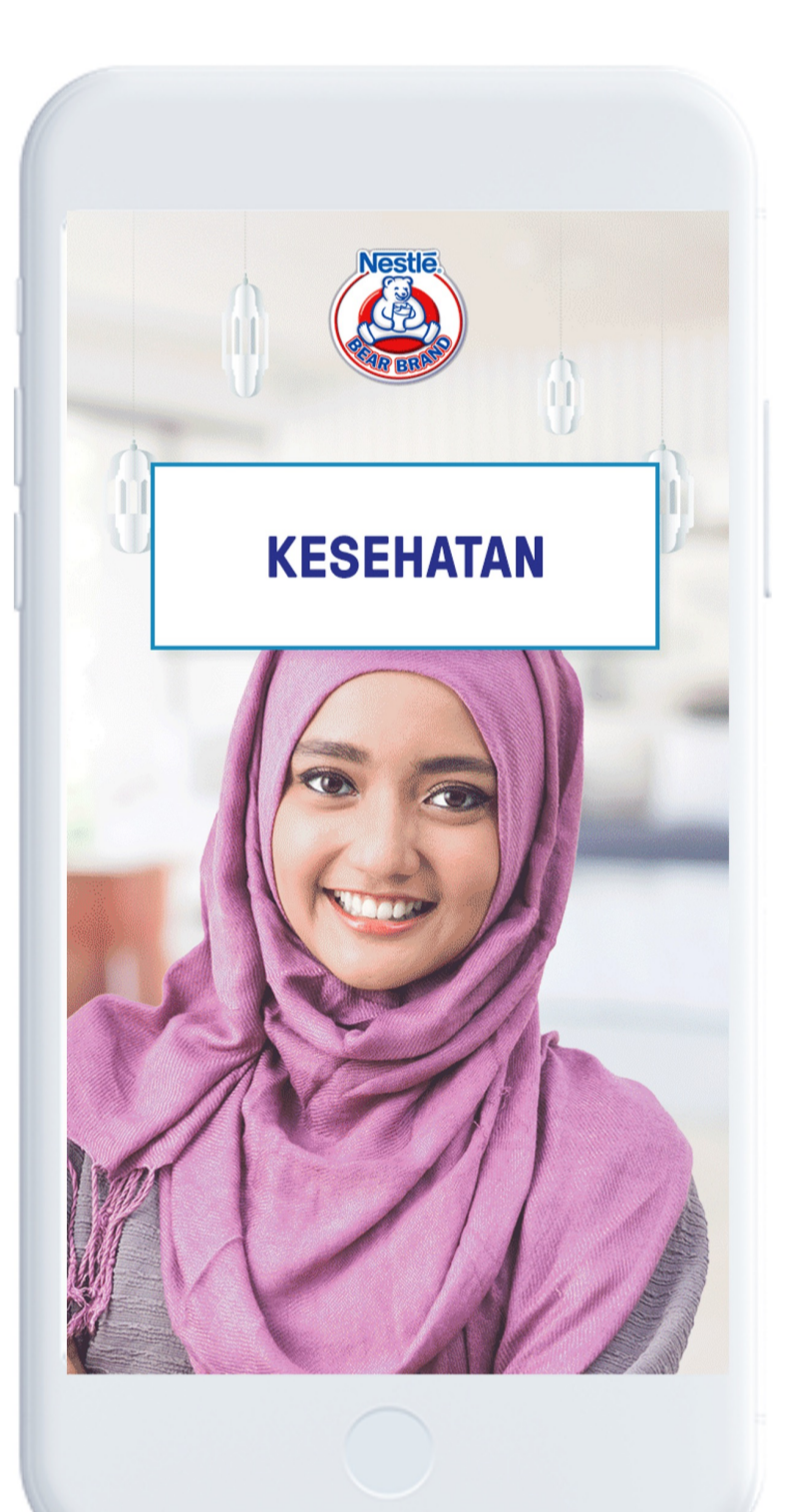
Nestlé partnered with InMobi to leverage the power of mobile in driving real connections and targeted smartphone users aged between 18 to 44 years in Indonesia.

Driving Engagement with an AR-based Ad Unit The brand designed an AR-based full-screen interactive ad unit. The ad unit created excitement among the audience with a primary messaging slogan, 'let's realize our pure intentions and add one more good deed today.'



The first card of the ad unit presents a full-screen rich media banner with a white background that symbolizes the purity of the BEAR BRAND milk's color. The card is designed with a Ramadan theme and features the BEAR BRAND milk can. With the message 'Let's Realize Your #PureIntention with #AddOne Good Deed,' the brand invites Indonesians to participate in sharing their experiences of doing good in the month of Ramadan by clicking on the milk can.

Upon clicking on the milk can, the second card shows an AR-based photo filter that scans the ad viewer's face and applies a filter with a randomizer to show a topic paired with a matching podcast inspiration series. The AR-based photo filter and a shuffling headboard enables users to see personalized topics that would inspire them during Ramadan. The rich media AR-based ad unit showcases the main messaging along with the power of audio sensory tools. Users can then swipe on the 'Find Out More' call-to-action on the ad unit.



Users who tap on the final CTA 'Check Now' are redirected to a landing page where they can listen to Bear Brand podcasts on Inspigo and add one act of kindness.

Results

55,470 times engaged*

26x full funnel engagement delivered**

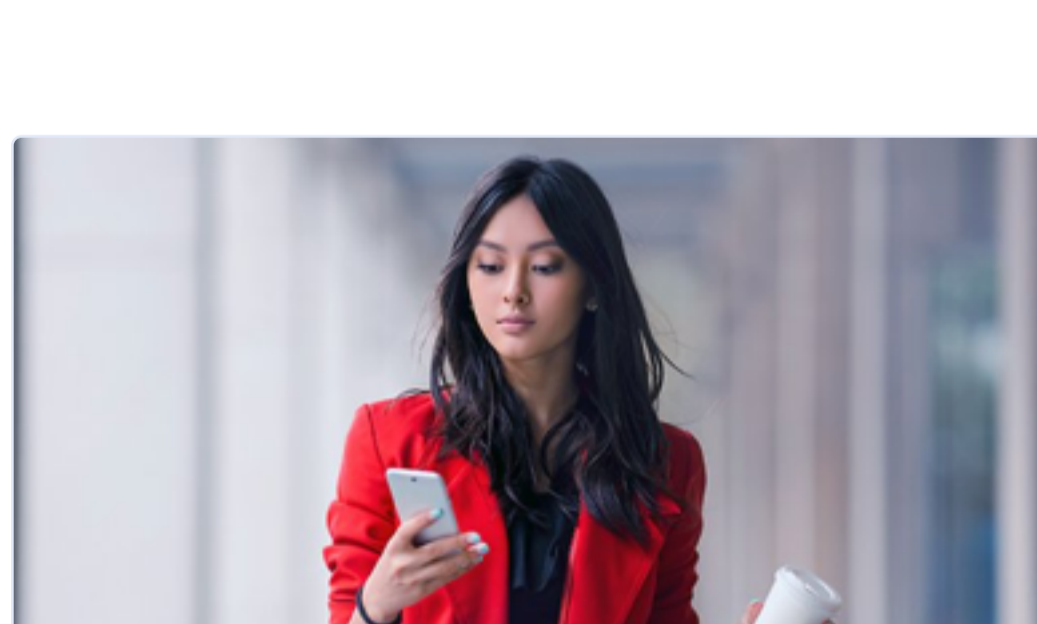
100x higher clicks on the final CTA**

*Clicks recorded on the ad unit
**Compared to benchmarks

The Results

Nestlé Bear Brand saw phenomenal business growth with a 160 basis points increase in market penetration during Ramadan versus the annual year.

Recent Case Studies



POND'S

POND'S Drives Personalisation at Scale with InMobi's Dynamically Optimized...



Surf

Surf Drives Full Funnel Efficiencies with Instant Shoppable Ad Experiences



Pop Mie

Pop Mie Rides the Gaming Wave in Indonesia to Unlock Record Breaking...

Want to get in touch?

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email*	Company Name*
<input type="text"/>	<input type="text"/>
Country	I am
<input type="text" value="- Please Select -"/>	<input type="text" value="Please Select"/>
I am interested in	Anything else you'd like to tell us?
<input type="text" value="Please Select"/>	<input type="text"/>

By checking here, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

The information you provide will be used in accordance with the terms of our privacy policy.

SUBMIT

Still Can't help you find a relevant case study?

