

# InMobi Creates Brand Awareness for Mie Sedaap through a Gamified Ad Experience

Mie Sedaap is the instant noodles brand of the Wings Corporation, the house and personal care conglomerate from Indonesia. With 14 variants already available in the markets, Mie Sedaap has been the go-to brand for users in the instant noodles' category across Indonesia.





## Highlights

**1 Mn**

user reach recorded on  
the gamified ad unit

**30 Mins**

The longest dwell time  
in one game session

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With InMobi, we implemented an 'engage on-the-go' concept through a gamified ad unit to reach out to our target audiences. The interactive nature of the ads compelled customers to engage with the brand and drive curiosity about the new products of Mie Sedaap. We have achieved exceptional results through this campaign."

**Yolanda D. Sastra, Marketing Manager**



# The Challenge

The new variant of the Mie Sedaap instant noodles - 'Korean Spicy Chicken Fried Sedaap,' is inspired by the Korean trend of consuming spicy noodles. The brand launched with two levels of spiciness to match the Indonesian taste buds, where the consumers can add one sachet of chili powder to get normal spice level and add two sachets to experience the ultra-spice level.

The brand wanted to create awareness about the new variant amongst the users in Indonesia. The challenge was to launch a product discoverability campaign while keeping the users highly engaged.





# The Solution

## Audience Persona Targeting

Mie Sedaap partnered with InMobi and Wavemaker to identify Indonesians aged between **18 to 35** for this campaign. These target audiences are seen as high-potential instant noodles buyers in Indonesia. To further enhance relevance, InMobi defined the following customized audience segments:

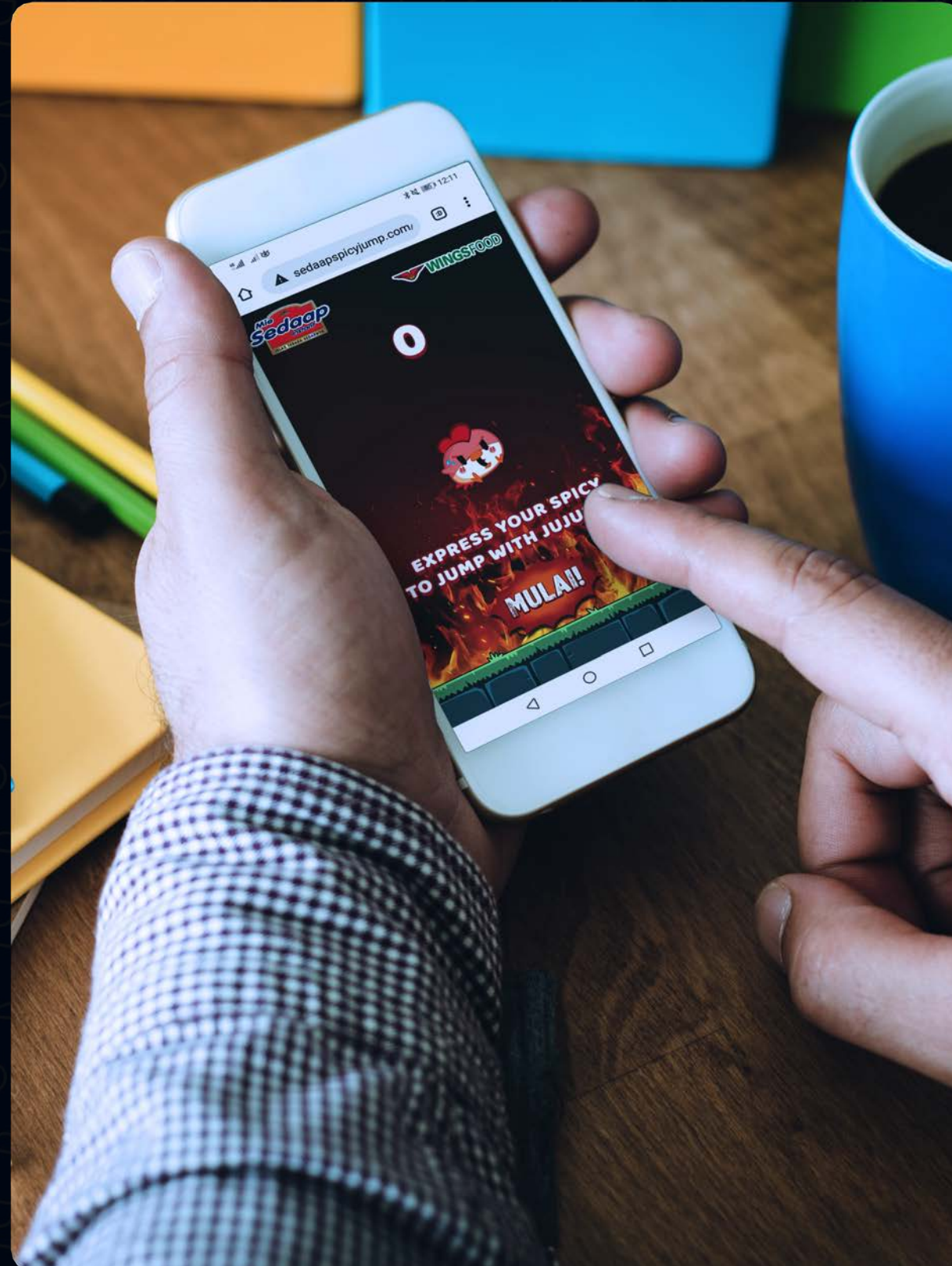
- ▶ Food enthusiasts
- ▶ K-Poppers
- ▶ Millennials
- ▶ Daily Commuters

## Time Targeting

To maximize visibility, InMobi focused on the key times during the day and week to deliver the ads. Keeping in mind the peak times of daily commuters and millennials, InMobi delivered ads primarily during commute hours in the morning. The ads were extensively shown on weekends, especially on Sundays, to drive better engagement, and were paced to ensure the highest visibility on the last day – a Sunday!







## Ad Gamification Experience

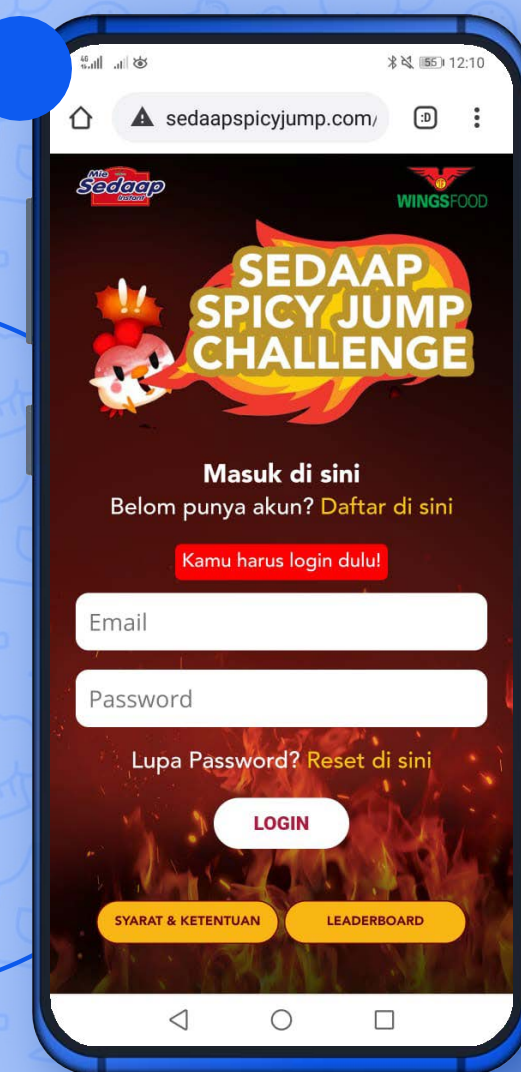
An immersive rich-media mobile gamified experience was created to engage the audiences. Based on the concept of spiciness, InMobi built a virtual platform-based game unit called **'Sedaap Spicy Jump Challenge'**, where a Juju bird is the player-controlled character and jumps between suspended platforms while avoiding obstacles to catch chilies. The attention-catching feature here is that the movement (jumping in this case) is controlled and operated when the game player opens the mouth. This idea emanates from the human tendency of opening the mouth when spicy food is consumed to let the air and to cool down the spice. Advanced AI technology that captures sensory movements was deployed in the game mechanics to run this feature live in a mobile ad.



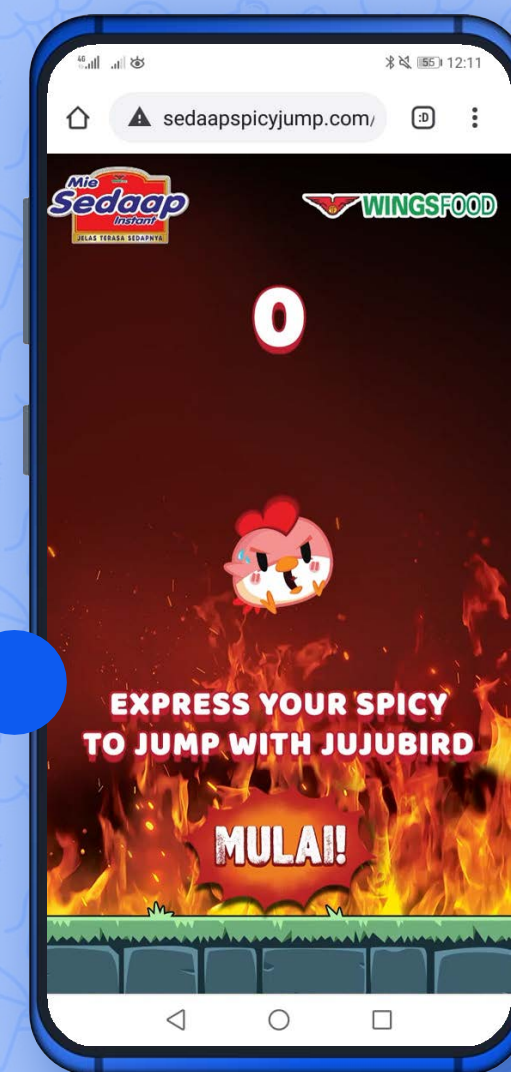
As the first step, the user enters the game zone through the gamified ad unit



The player is prompted to login to play the game



As the next step, the player can enjoy playing the platform game



The player sees a logout screen upon the completion of the game



From the logout screen, the player can access the leaderboard to check the top scores



The player crossing the maximum number of obstacles by catching chilies gets the highest points and is declared the winner. Relevant prizes are distributed to the winners every week with shortlists for eventually winning the big prize – an iPhone XR. These incentive-driven measures ensured that the campaign went viral in Indonesia and got the required momentum.



## The Results

The campaign took just one day to scale and maintained consistent engagement until the weekends. During the weekends, we observed **2x engagement** of the consumers, especially on **Sundays**.

The campaign also saw a **1.5x engagement<sup>1</sup>** due to the peak hour optimization; by positioning the campaign in the early morning hours.

**1 MN** users reached during the campaign

**4340** times of total game time seen during the campaign

**126,766** user clicks recorded with 400 times higher average click-through rate

**30 MINS** of dwell time recorded at a stretch by a single user

**1M 41S** average engagement from users on the game

**24H 8M** of cumulative engagement from a single user registered as the record highest time on the game

<sup>1</sup>. Engagement when compared to non-peak hours during the day