


Case Studies



Asia SHARE DOWNLOAD

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

Solution
Engaging with Customers

About POP MIE

One of the most popular instant noodle brands in Indonesia, Pop Mie is an iconic brand from the house of Indofood. Launched in 1991, Pop Mie is highly sought after by millennials and young people as a fulfilling instant meal in a single cup and has become an inseparable part of the daily lives of most Indonesians.

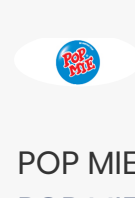
Highlights

1.1 million
interactions recorded

1 out 2
ad viewers played the game



For the new product launch, it was important for us to get the initial momentum right. With mobile gaming gaining much prominence among smartphone users in Indonesia, we decided to take the mobile route. This campaign has reached a whopping 25 million Indonesians and recorded over a million rich media interactions delivering record engagement. The e-commerce integration on the ad unit enabled instant purchases, delivering seamless consumer experiences. This campaign gave us the right kickstart to ensure we stay on top-of-the-minds of the consumer.*



The Brand Objective

Mobile gaming has seen an unparalleled revolution in Indonesia, with the medium emerging as popular as short-form video and social networking apps. Smartphone users across Southeast Asia took to gaming with great gusto during the initial lockdowns with 3.5X higher engagement during the day. Pop Mie recognized that gaming is equally popular among both men and women, with women constituting 43% of Indonesia's mobile gamers. To launch their newest chicken flavor of noodles, Pop Mie leveraged the popularity of mobile gaming in Indonesia by launching a mobile-first campaign. By doing so, Pop Mie aimed to drive awareness and increase brand engagement among the noodle-loving hyperlocal audiences in Indonesia. The brand decided to launch an immersive gamified mobile ad experience which users could enjoy without having to download an app, and drive purchases by providing a free voucher for users who participated in the game.



The Solution

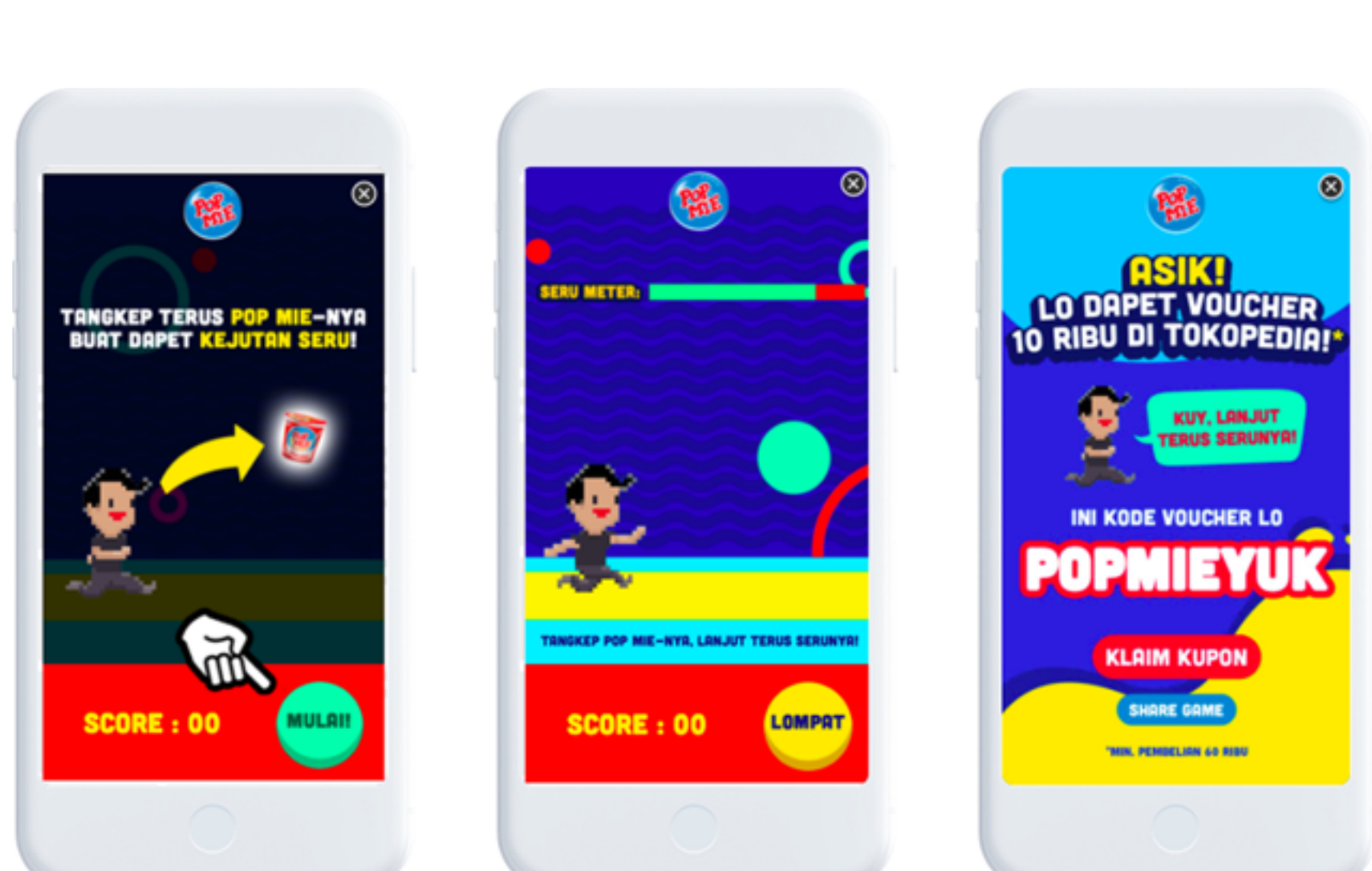
Pop Mie leveraged InMobi Audiences to identify their target audience - internet savvy consumers, millennials, and gaming enthusiasts based on location signals, demographic-, appographic- and technographic data available on the platform.

Engaging Audiences with Ad Gamification The brand then leveraged InMobi's state-of-the-art creative suite to design two platform-based rich media gamified ad units and engage the audience.



Ad Unit 1: The first ad unit contained a Pop Mie instant noodle cup sliding from left to right on the first card. The contour image of the noodle cup was positioned right at the center of the ad, and players have to tap on the CTA 'Catch' to fit the sliding cup on the contour image. If the player fits the cup, they get a free Shopee voucher at the end card.

Ad unit 2: The second ad unit featured a game where a player-controlled character jumps between suspended platforms to catch the hanging Pop Mie noodle cups. The character catches the noodle cups upon the tap of the CTA 'Jump'. The more cups they caught, the higher the score. At the end of the game, players with high scores received a free Tokopedia voucher.



Players could avail of the vouchers from either of the ad units by clicking on the CTA on the end card 'Claim Coupon'. The instant vouchers users received at the end of both ad units were redeemable at e-commerce platforms immediately, ensuring a seamless experience between engagement on the ad unit and winning the reward at the end. The end card also offered users the option to share the game with their Facebook friends, enabling a rich social experience.

The Results

While the high engagement fostered a positive brand association, the social sharing feature amplified the reach on social channels.

Results

2.5 million Indonesians reached

1 out 2 ad viewers played the game

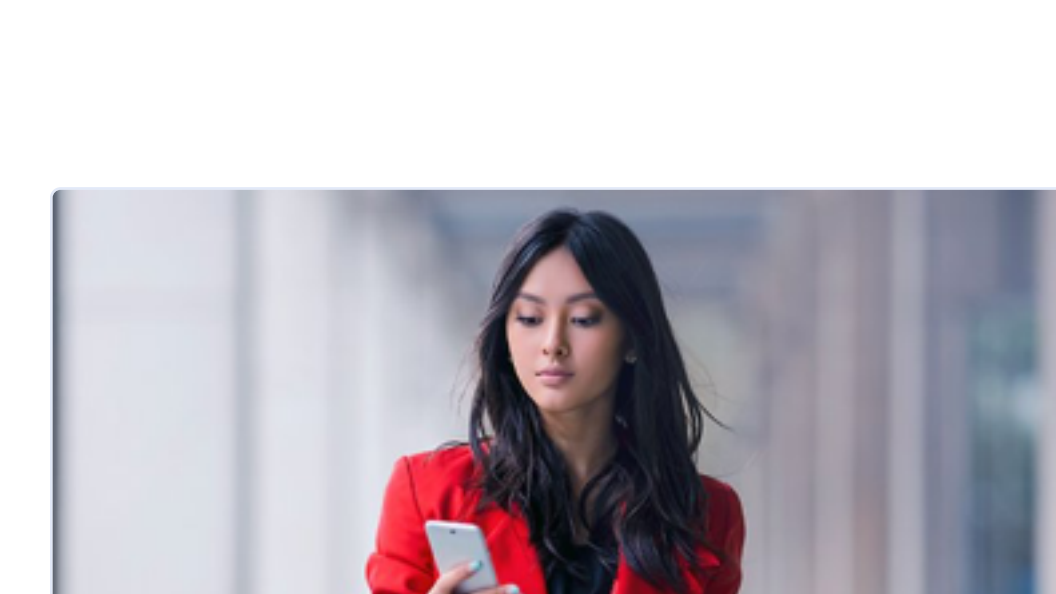
1.1 million interactions recorded

2X CTR recorded*

6400 social shares


*Compared to average industry

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POP MIE

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