


Case Studies



Asia ↓ DOWNLOAD PDF

Sprite Drives Record Engagement and Conversions with Video Ads

Industry: Food **Solution:** Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Sprite

Introduced in 1961, Sprite is the world's leading lemon-citrus flavored soft drink. Sprite is sold in more than 190 countries, and it's ranked among the top three soft drinks in the world.

Highlights

88.7%

Video completion rate

2X

CTR compared to benchmarks*



We are delighted with how the mobile-only campaign enabled us to create awareness, drive consideration, and further purchases for our brand in Indonesia. Right from capturing the right audiences to driving conversions, we have seen InMobi deliver a fulfilling experience with record-breaking outcomes in a short span of time.



Niken Larasati
Media Manager for Indonesia

The Brand Objective

Sprite launched a new campaign in Indonesia, 'Sprite, NyatanyaNyegerin,' which means 'Sprite, totally refreshing' to not only drive awareness among consumers but also drive conversions. As a part of the campaign, the brand intended to reach its audiences through mobile advertising by harnessing the most popular and entertaining ad format: video.



The Solution

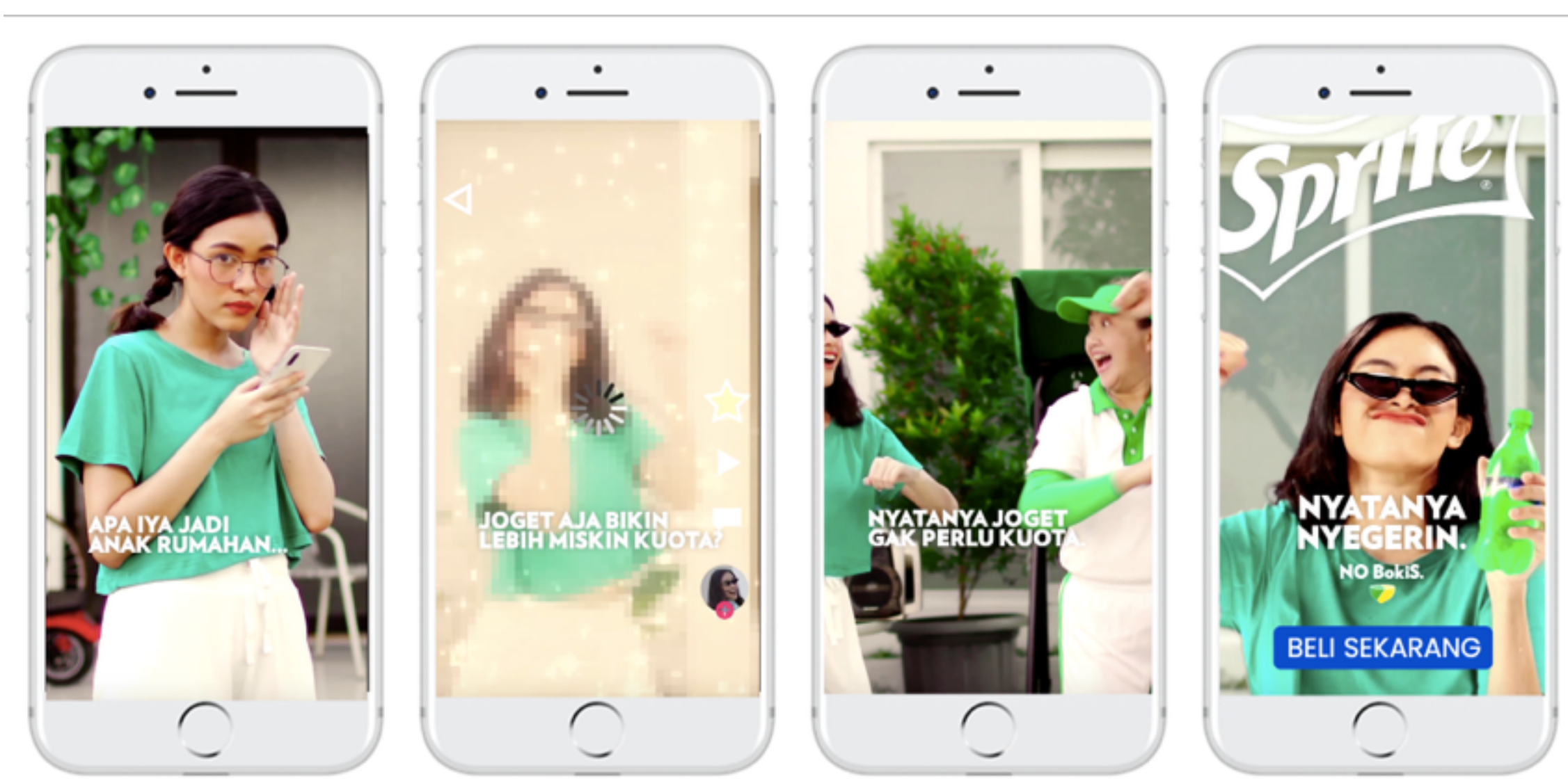
Sprite partnered with InMobi to encourage Indonesia's youth, who were bored of staying at home all day, to try out Sprite's refreshing beverage and feel instantly energized. Sprite launched a mobile-first campaign to drive awareness, purchase consideration, and fuel conversions.

Identifying the Target Audiences

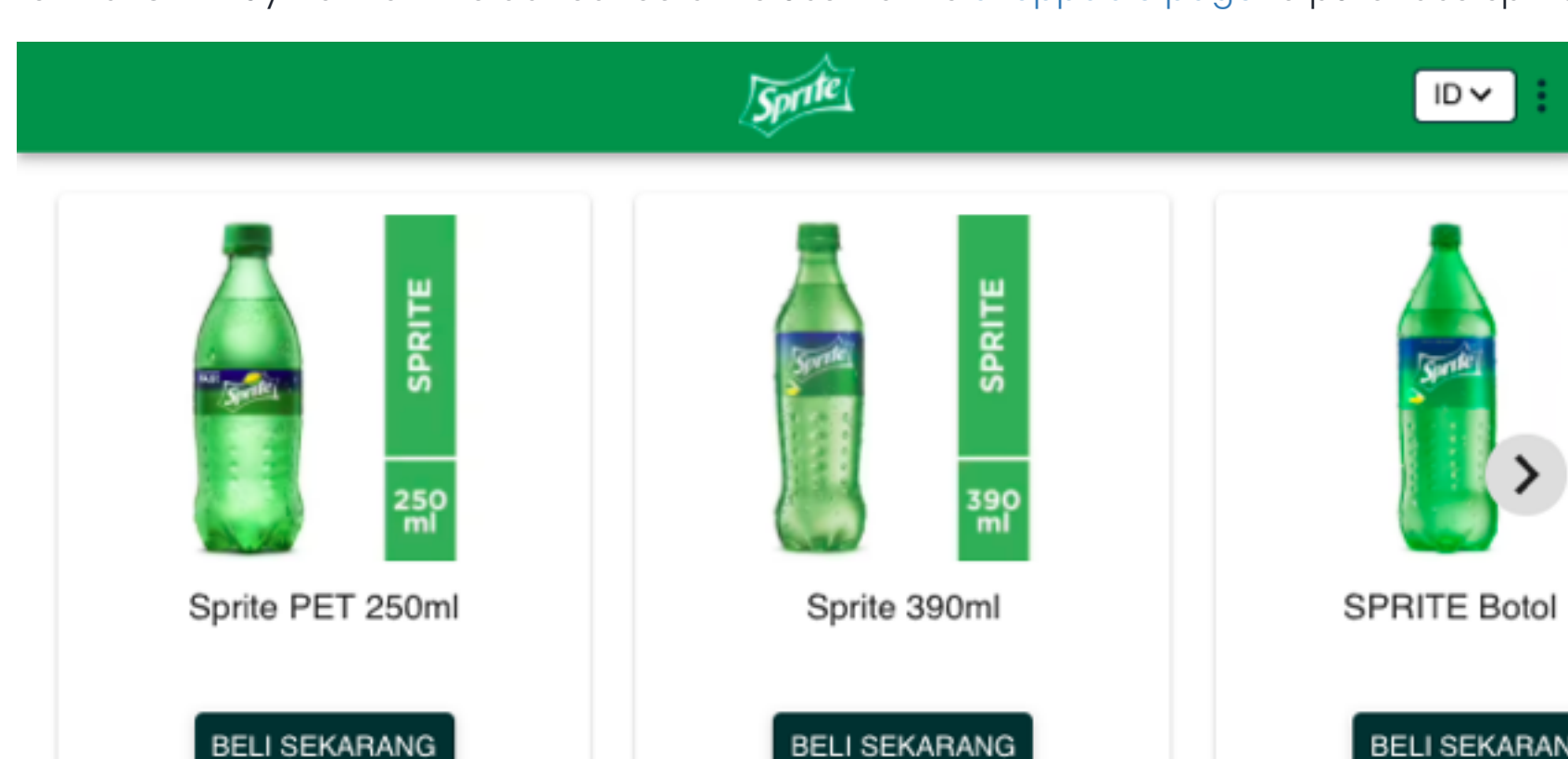
The brand leveraged **InMobi Audiences**, which helped combine a variety of data signals to create personalized audience cohorts. Looking beyond standard demographics and focusing on purchase intent led to the brand identifying Millennials, Food enthusiasts, and Upscale residence dwellers as the campaign's target audiences.

Engaging the Audiences with Video Ads

With the target audiences in place, the brand then created 15-second short-video ads featuring two young individuals going through a boring day and how consuming Sprite elevates their mood instantly.



The final CTA 'Buy Now' on the ad redirects the user to the [shoppable page](#) to purchase Sprite.



Reaching Audiences from Where They Are

Not only were the ads highly engaging, but they were also delivered on the right apps to drive higher video completion rates. The brand launched the ads on top mobile apps which drove high engagement across different personas in a brand-safe manner.

Thoughtful Optimizations to Drive Higher Engagement

By optimizing campaign levers such as daily and weekly performance management, city-level, and device-level targeting, the brand maximized the exposure of the ad during peak hours resulting in wider reach and higher engagement.

Enabling Conversions Through Meaningful E-Commerce Partnerships

Integrated with popular e-commerce apps such as Lazada, Alfacart, and JDJD, the ad nudged users to purchase products directly from these websites or apps, thereby driving higher conversions with immediate actions.


| Results |
|---|
| 770,000 Unique users reached |
| 88.7% Video completion rate |
| 2X CTR compared to benchmarks* |
| 50% conversions recorded from Lazada |
| 47% conversions recorded from Alfacart |


*eMarketer CTR Benchmarks in Indonesia

The Results


With the right combination of identifying niche audiences, engaging video ads, delivering ads on the right apps, and thoughtfully aligned campaign optimizations, the brand witnessed record video completion rates in less than a month.

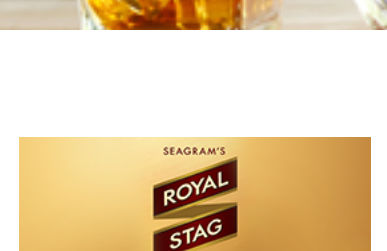
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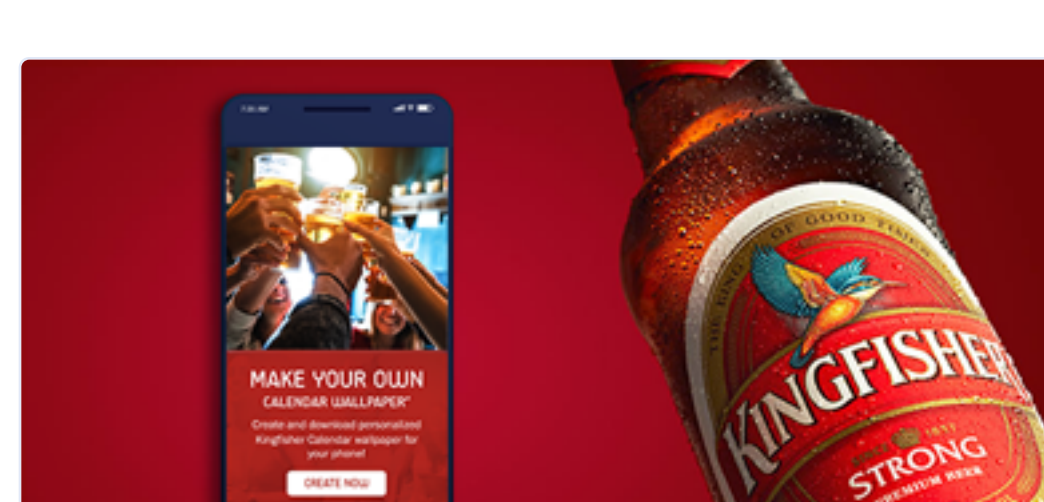



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