



# Blis Case Studies

# Entertainment



## Activision: WW2

Drive awareness For the launch of Activision for a WW2 game release

### Targeting Solutions:

Blis' real time targeting product, Audience, was used to profile Activision ideal audience based on location and content data. Blis has geofence 60+ stores in KSA & UAE ,WW2 ads were served to Male & female 18+ on their mobile devices. Path was used to amplify the campaign further by re-targeting the same users when they had returned home and connected to their Wi-Fi.

**Formats Used: Expandable and Video formats**

### Results:

<b>0.51%</b>	Overall CTR	<b>0.46%</b>	Audience CTR	<b>11.3%</b>	Total unit engagements
<b>23%</b>	Inline video Completed rate	<b>0.85%</b>	KSA Path CTR	<b>0.64%</b>	UAE Path CTR



Entertainment

Audience/ Path /Footfall

## Hub Zero

Drive awareness and footfall to Hub Zero in City Walk.

### Targeting Solutions:

**Audience** – To use location and contextual data to reach Hub Zero core audience ( Locals- Expats, families with kids, teenagers– Gaming, Lifestyle, Entertainment content)

**Path** – To increase the effectiveness of the campaign by collecting Device ID's of users seen at any of the key locations : Cinemas, Dubai mall, Motiongate, Lego Land, Hotels near Hub Zero and retargeting at Home or Hotel on WIFI connexion

Format Used: Rich Media Interstitial

### Results:

0.58 %

Overall click-through rate (CTR)

Thursday

Best performing Day

0.14%

Overall foot-through rate (FTR)

9pm-10pm

Best performing time

Entertainment

Proximity

## OSN: Mastercard Offer

Drive awareness of the Mastercard and OSN package offer which was available to obtain through kiosks within malls across UAE, KSA and KWT.

### Targeting Solutions:

Blis Proximity was used to geo-fence a list of provided malls within UAE, KSA and Kuwait in real time over 3G/4G and Wifi, targeting people who were already in the malls, driving footfall to the kiosks.

**Formats Used:** Standard and Interstitial banners

### Results:

0.46%

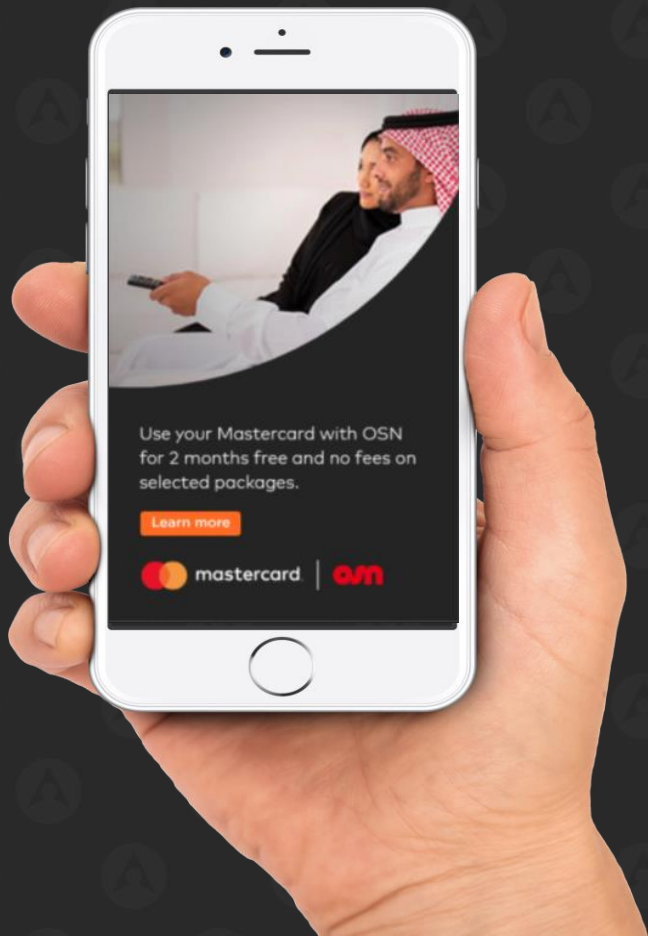
Overall CTR

1.31%

Peak CTR

KWT

Best performing



Entertainment

Audience

## Empire : Peter Rabbit

The aim of the campaign was to drive awareness on Peter rabbit movie release in UAE

### Targeting Solutions:

Audience to use location ( Cinemas, Residential area near cinema, parks and play areas, mall theme parks ) and contextual data ( Lifestyle, Entertainment, Music & Film, Family & Parenting ) to reach Peter Rabbit target audience .

Format Used: Video ( CPCV )

### Results:

71.8%

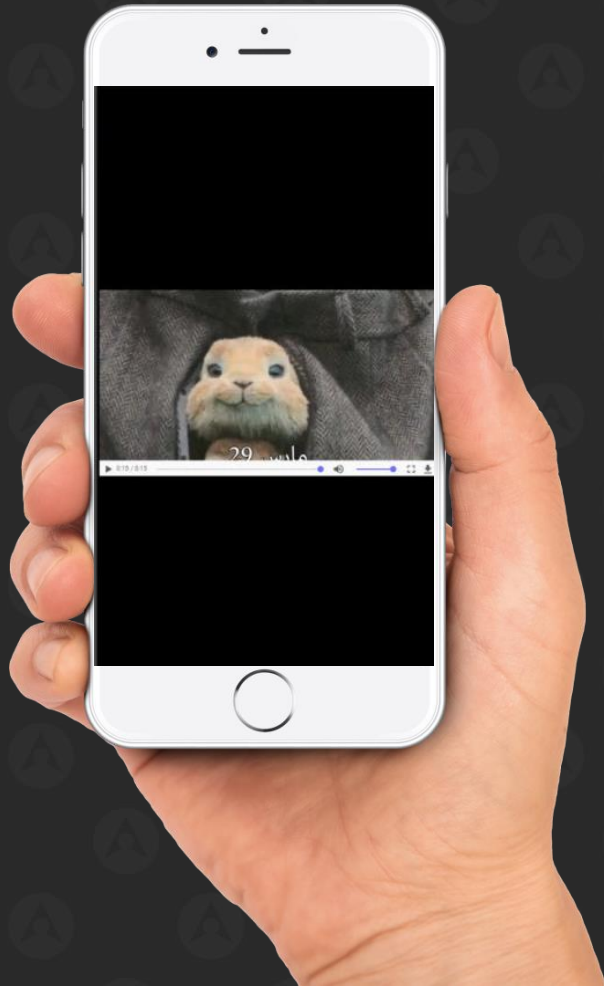
Video completion rate

48,908

Video completion

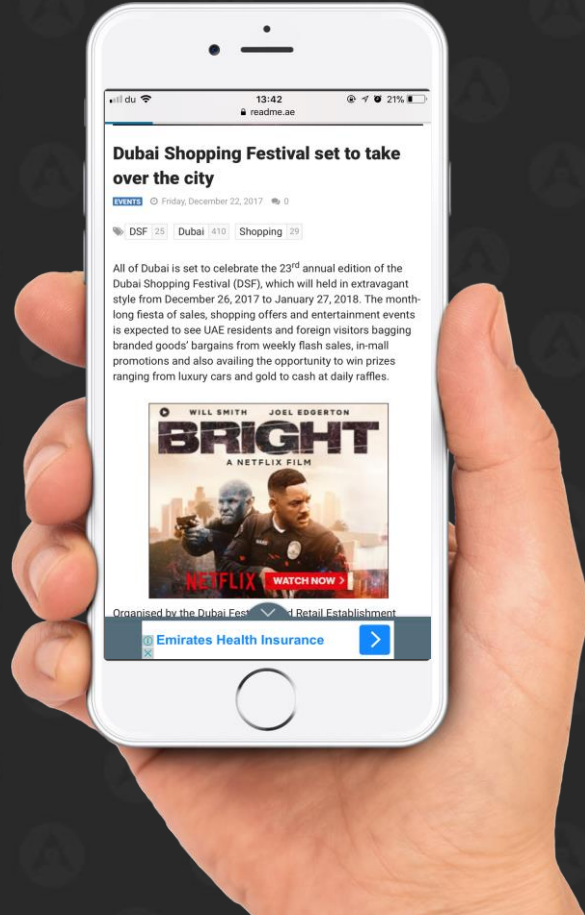
1-2pm & 4-5pm

Best performing time ( video completed )



Entertainment

Proximity & Path



## Netflix Bright

Raise awareness for Netflix upcoming blockbuster movie Bright

### Targeting Solutions:

Use **Proximity** to geo fence all the big malls and cinemas in UAE,, KSA and Bahrain eg. (Vox, Reel cinemas, etc.)  
( Panorama , MOE and Al nakheel malls, etc. ).

Use **Path** to increase the effectiveness of the campaign by Re-targeting consumers seen at any of the key locations to keep NYX store front of mind.

Formats Used: Pre roll, MPU & Interstitial video

### Results:

