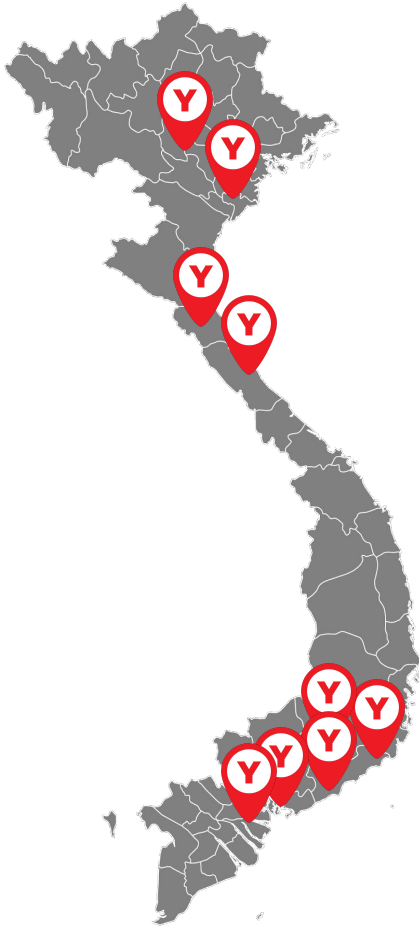# Adidas - Product Launching Vietnam

Footfall | Retail Chain | Agency | Vietnam | 2019 OCT - 2019 NOV

OBJECTIVES

Configure **Hyperlocal display ad** strategy that contains new sportswear products for each of the 17 brick & mortar stores across 6 cities of Vietnam. Targeted Geofence: 200m around each location.

Footfall Attribution to drive in-store traffic as the primary KPI. **Impressions and clicks/ CTR%** as secondary.

Beyond Location. Precise Audience.

YOOSE

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OUR SOLUTIONS

YOOSE Hyperlocal Targeting technology focuses on:
- Demographic audience:
  - Age: 18-30
  - Gender: Female & Male
  - Hobbies: sports, sneakers
- Location: 200m radius advertising around each store in 6 cities: Hanoi, Ho Chi Minh, Da Nang, Nha Trang, Binh Duong, Hai Phong

Adidas creatives medium rectangle (300x250) and interstitial sizes (320x250/ 728x90) including **Dynamic Element**, indicating the distance from user's location to nearest stores with selected App/Sites relevant to entertainment, news, shopping, fitness, etc

YOOSE

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RESULTS

Delivered
~2,000,000
Impressions

Achieved
high performance
Of CTR
1.22%

Targeted
17
stores

~1,000
Tracked footfall

Beyond Location. Precise Audience.

YOOSE