

## Discover how APEX's location-based advertising increased awareness about a movie release in Canada for one of the largest multinational mass media and entertainment companies in the world by targeting specific locations with rich media units on mobile

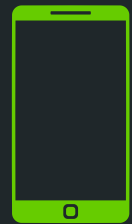
### Client Background:

A worldwide mass media and entertainment conglomerate operating in Canada



### Challenge:

This mass media and entertainment company looked to increase awareness of its new movie being released. The goal was to engage users more than the average trailer would while raising awareness by providing an entertaining mini game



## Strategy

- The goal was simple: Connect with the right consumers in the right place at the right time to raise awareness for the client's new movie.
- Leveraging APEX's precision audience targeting, instantly activated through our exclusive partnership with InMarket and the GeoLink platform, the company used best-in-class data to target custom audiences through geofencing to reach and engage with movie goers at theaters with gamified experience that would break through the clutter of traditional movie theater advertising.
- The campaign targeted users in Canada with a rich media gaming unit who were in close proximity to theaters, serving them a more engaging media unit with a mini game resulting in longer time spent engaged vs a standard 15s movie trailer.

Once audiences were targeted, APEX was able to activate users in real-time, engaging them across Canada. In addition, APEX provided the client team with insights and actionable reporting metrics to make timely geotargeting decisions.

# Campaign Results

With APEX's location based in-app advertising this multinational mass media & entertainment company drove it's desired awareness with the right demographic and achieved impressive engagement!

**GeoLink:** InMarket's highest performing self-service location-based platform

**Audiences:** APEX primes and engages users at peak times when they're most receptive to messaging

## Campaign Performance

Campaign Impressions:	<b>2,308,624</b>
Engagement Rate:	<b>2.83%</b>
Time Spent Interacting:	<b>17.96s</b>

**APEX**  
MOBILE

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