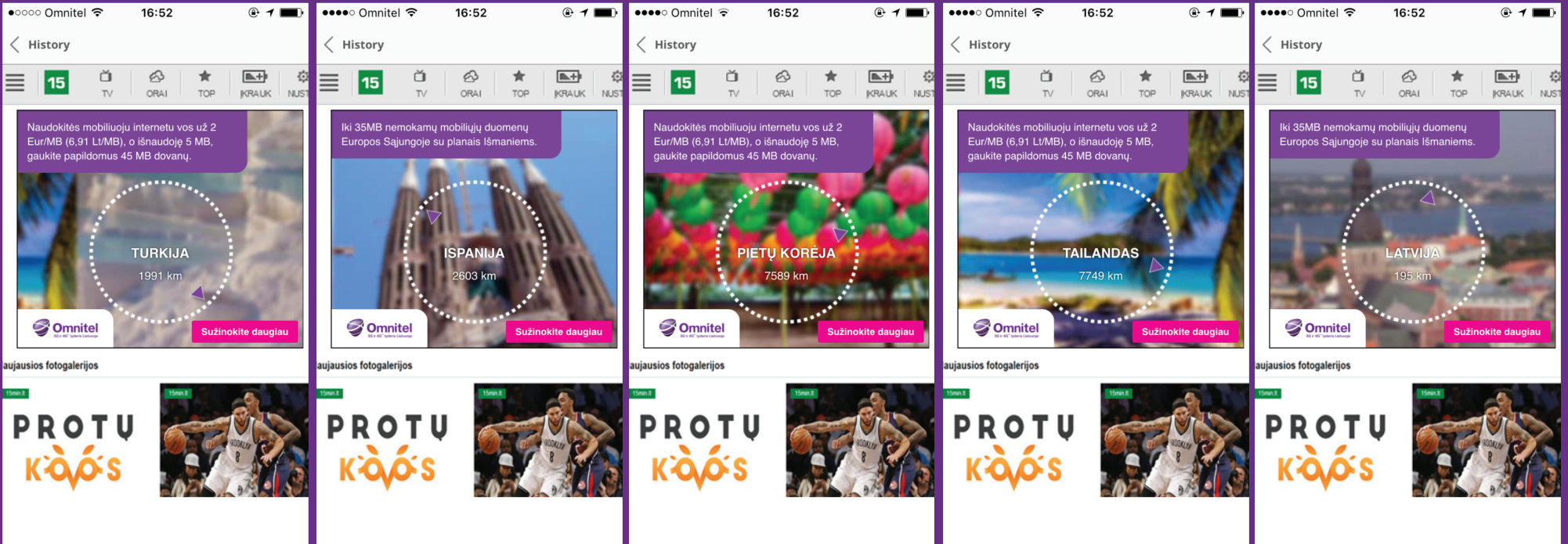


OMNITEL COMPASS-BANNER



CHALLENGE:

Mobile service provider Omnitel launched some special offers for international calls.

PROCESS:

We made a first ever mobile banner, which is responsive to a built-in smartphone compass. When users pointed the phone to different directions, it showed the distance to the place together with special roaming offers.

RESULTS:

The campaign achieved remarkable results and became the flagship example for mobile experience: brand exposure was 18 times longer when compared with usual mobile formats. CTR was 10 times higher than the usual mobile RTB campaign. Banner visibility time on average for one user was 18,2 seconds.