Mobile Marketing for the Food & Beverage industry (APAC)

Case Study
Introduction

Today, the F&B industry have an extremely high competition. Therefore, food enthusiasts have high expectations, so it is important to experiment and adapt the service to the new realities.

46% of consumers believe that restaurant-branded products are a convenient way to attain the restaurant experience and flavors at home. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens a huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents some of Adello’s best performing mobile advertising creatives and campaigns for the food & beverage industry.
AI-powered Ad Performance
Ad Case 1: Heineken

- Campaign goal: Brand awareness
- Campaign duration: 5 months
- Creatives: Swipe Cube & Card deck
- Location: Malaysia
- Language: EN

Clicks
Impressions delivered
CTR
Delivery

8.2m
2.07%
100%
Ad Case 2: Pepsi

- Campaign goal: Brand awareness
- Campaign duration: 1 months
- Creatives: Swipe Cube, Banner, 180 panorama & Video Swipe
- Location: Malaysia
- Language: Malay

- Impressions delivered: 2.2m
- CTR: 1.17%
- Delivery: 100%
Ad Case 3: KFC

- Campaign goal: Brand awareness
- Campaign duration: 8 days
- Creatives: Swipe Cube Interstitial & Rectangular
- Location: Malaysia
- Language: EN

Impressions delivered: 1.7m

CTR: 0.94%

Delivery: 100%
Most Successful Ad Units
for the Food & Beverage industry

Adello
**Hypercube**

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

**Rich media options**

<table>
<thead>
<tr>
<th>Creative components</th>
<th>4 Frames</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>Rectangular: 300x250</td>
</tr>
<tr>
<td>Video options</td>
<td>Max 1 video</td>
</tr>
</tbody>
</table>

**Deliverable specifications**

https://m.adctrl.com/ep0wdq
Hypercube – Interstitial

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components - 4 Frames

Format - Interstitial: 320x480

Video options - Max 1 video

Deliverable specifications

https://m.adctrl.com/ep0wdq
Swipe interstitial

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

### Rich media options

<table>
<thead>
<tr>
<th>Creative components</th>
<th>3 to 4 static images</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>Interstitial: 320x480</td>
</tr>
<tr>
<td>Video options</td>
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</tbody>
</table>

### Deliverable specifications

- [https://m.adctrl.com/ep0wdq](https://m.adctrl.com/ep0wdq)
### Flip Card

- A Flip Card ad format where the user flips / turns the ad to discover more content.

#### Rich media options

<table>
<thead>
<tr>
<th>Creative components</th>
<th>2 static images:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Front</td>
</tr>
<tr>
<td></td>
<td>- Back</td>
</tr>
</tbody>
</table>

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#### Deliverable specifications

https://m.adctrl.com/ep0wdq
Flip Card Interstitial

- A Flip Card ad format where the user flips / turns the ad to discover more content.

Rich media options

**Creative components**: 2 static images:
- Front
- Back

**Format**: Interstitial: 320x480

**Video options**: Max 1 video

Deliverable specifications

https://m.adctrl.com/ep0wdq
Card deck

- A stack of cards displayed on top of each other. The user can swipe the cards away to reveal the one below.

Rich media options

Creative components: 3 to 6 static images

Format: Rectangular: 300x250

Video options: Max 2 videos

Deliverable specifications

https://m.adctrl.com/ep0wdq
Overlapping slider

- Drag the slider left and right to visualize 2 different creatives.

Rich media options

Creative components
- 2 static images:
  - Before
  - After

Format
- Rectangular: 300x250

Deliverable specifications
https://m.adctrl.com/ep0wdq
Heat Distortion

- Subtle heat effect to give your creative an extra dimension.

Rich media options

Creative components
- 2 static images layers
  - Foreground with transparency
  - Background

Format
Rectangular: 300x250

Deliverable specifications
https://m.adctrl.com/ep0wdq
Panorama - interstitial

- Pan left and right to discover more content.

Rich media options

<table>
<thead>
<tr>
<th>Creative components</th>
<th>Creative storyboard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
<td></td>
</tr>
<tr>
<td>- Width: 320px – 1200px max</td>
<td></td>
</tr>
<tr>
<td>- Height: 480px</td>
<td></td>
</tr>
</tbody>
</table>

| Video options       | Max 1 video         |

Deliverable specifications

https://m.adctrl.com/ep0wdq

Demo

https://m.adctrl.com/ukdbsn
Shatter Ad

- Tap to crack the surface and discover more content

Rich media options

Creative components
- 2 static images:
  - Before
  - After

Format
- Rectangular: 300x250
- Interstitial: 320x480

Video options
- Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq
Custom - Heineken Cheers

- Tilt the phone left or right to have a toast.

Rich media options

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Format

- Interstitial: 320x480

Deliverable specifications

https://m.adctrl.com/ep0wdq
Custom - Pepsi Shake

- Shake the phone to reveal an interactive animation.

Rich media options

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Format

- Interstitial: 320x480

Deliverable specifications

https://m.adctrl.com/ep0wdq
Custom - Coffee pouring

- Tilt the phone the left or right to trigger a pouring effect.

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Deliverable specifications

https://m.adctrl.com/ep0wdq
Questions?

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