

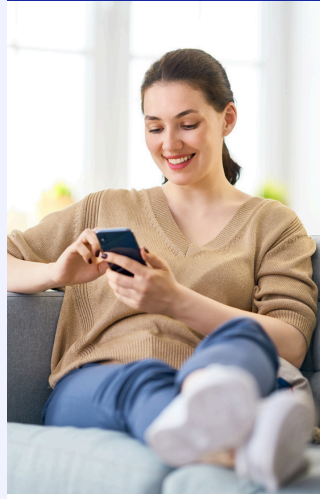
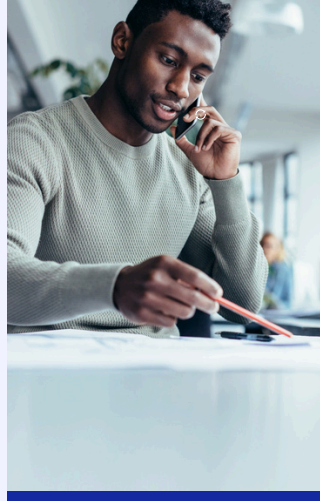


A Top Mobile Phone Brand's Latest Smartphone Series Shines Bright in the Philippines

Background:

A leading android mobile phone brand launched a **Digital Out-of-Home (DOOH) campaign** to promote their latest **smartphone series**. With the aim of captivating the attention of tech-savvy Filipinos, the brand sought to deploy an impactful digital advertising strategy that would resonate with its target audience.

According to **DataReportal**, as of 2023, the Philippines had **168.3 million** cellular mobile connections, accounting for **144.5%** against the entire population. This shows that many people in the Philippines have multiple cellphone connections. The brand recognized this opportunity and aimed to tap into this pool of tech enthusiasts.



Objectives:

Increase product awareness for their latest smartphone series among the Filipino population

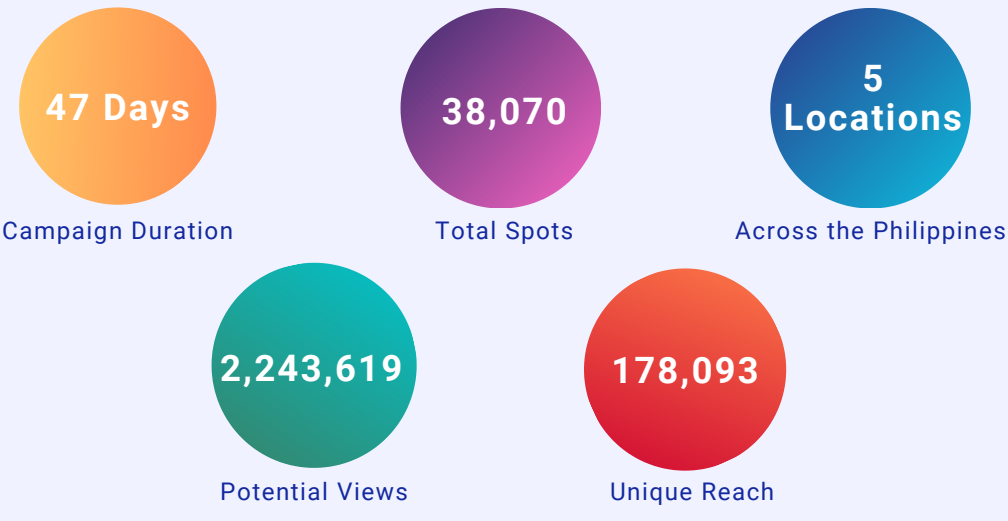
Position the brand as a leader in the smartphone industry in the Philippines

Strategies:

- Used data-driven insights to target specific demographic groups, with a focus on tech-savvy working adults.
- Employed LMX to secure various crucial locations, strategically reaching out to target consumers in high-traffic areas across the Philippines.

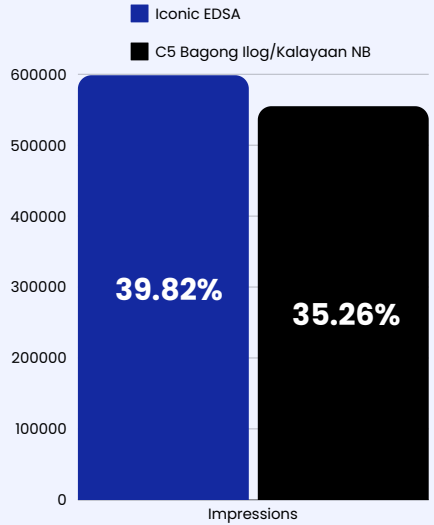
Results:

The campaign yielded successful outcomes, effectively reaching the target audience and engaging them with the campaign creative. This achievement underscores the efficacy of their strategic approach in resonating with consumers and driving interest in their latest offerings.



Two key locations, the **Iconic EDSA** and the bustling **C5 Bagong Ilog/Kalayaan NB** site, performed exceptionally well, securing **26.7%** and **24.74%** of the **total 2,243,619 impressions** respectively. This highlights their significant contribution to the campaign's success.

Peak traffic on **January 23rd, 2024**, during **midday**, further underscored the effectiveness of these key sites in engaging the target audience.



Conclusion:

The DOOH campaign in the Philippines, powered by LMX, had impressive results in terms of brand visibility and engagement with the target audience. By strategically deploying digital billboards in high-traffic areas and delivering data-driven content to Filipino consumers, the brand established itself as a leading consumer smartphone brand.