

A PIONEERING WAY TO CONNECT WITH PREMIUM AUDIENCES IN VIETNAM

Anh Le (Daniel)

Country Digital & Category Marketing Manager

Philips Vietnam

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PRICING CHAMPION MARKETING



Airfryer XXL

8.490.000VND



EPC

3.259.000VND



Garment Steamer

5.299.000VND



Sticks VC

10.499.000VND

Champion products are **Priced Above The Average** and **NOT** everyone can afford them

What is Philips' core target audience?

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PHILIPS
CORE TARGETING AUDIENCE



Premium audiences

+



Upscale apartments

HOW TO FIND AND TARGET RIGHT AUDIENCES AT RIGHT PLACE

PHILIPS × INMOBI™

INNOVATIVE MOBILE SOLUTION

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HYPER LOCAL TARGETING | STRATEGY

~~Post code system~~ → ~~Location Targeting~~

Radius targeting → **Polygons** targeting





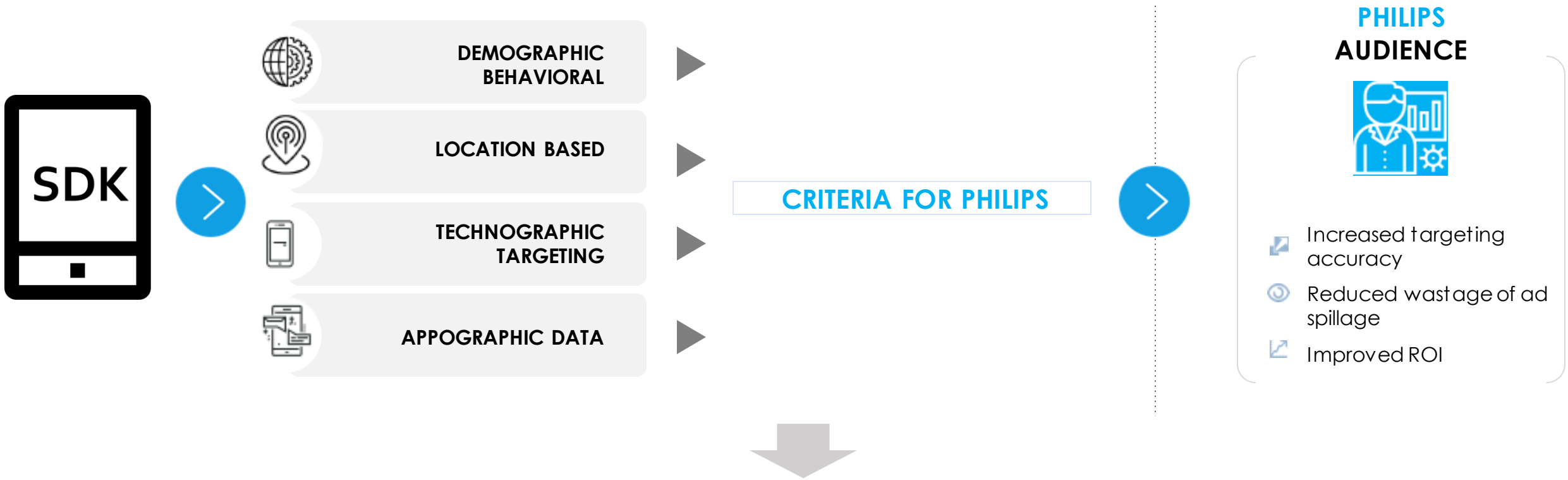
HYPER LOCAL TARGETING

HOW?

1. Ho Chi Minh City and Hanoi
2. District
3. Premium apartments (Grade-A/A+)
4. Polygons targeting
5. **Geographic Data x Inmobi's Audience Data**

GEOGRAPHIC x INMOBI'S AUDIENCE DATA

PHILIPS PREMIUM AUDIENCES



Philips creative was delivered within **apps** on their device

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CUSTOMIZED CREATIVE

“RICH-MEDIA-WITH-VIDEO” FORMAT

PHASE 1

Product education

Sequenced Interactive Ads

PHASE 2

Re-targeting

Panoramic creative

Concept #1



Airfryer XXL

Concept #2



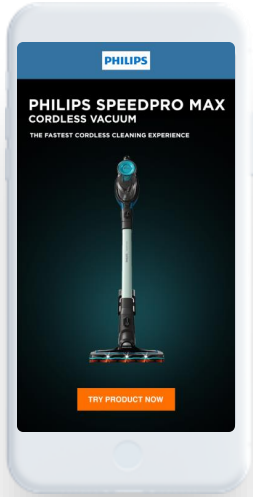
EPC

Concept #3



Garment steamer

Concept #4



Sticks VC



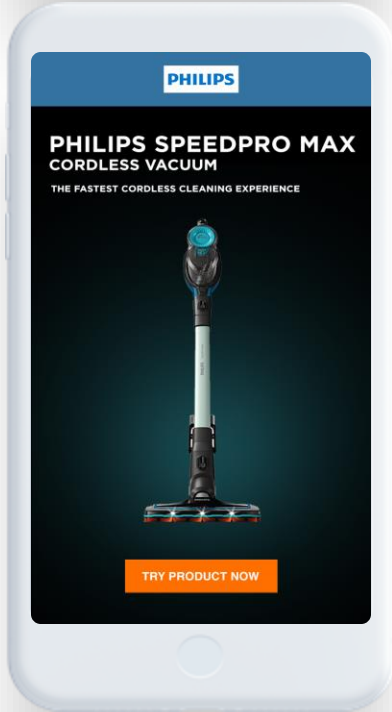
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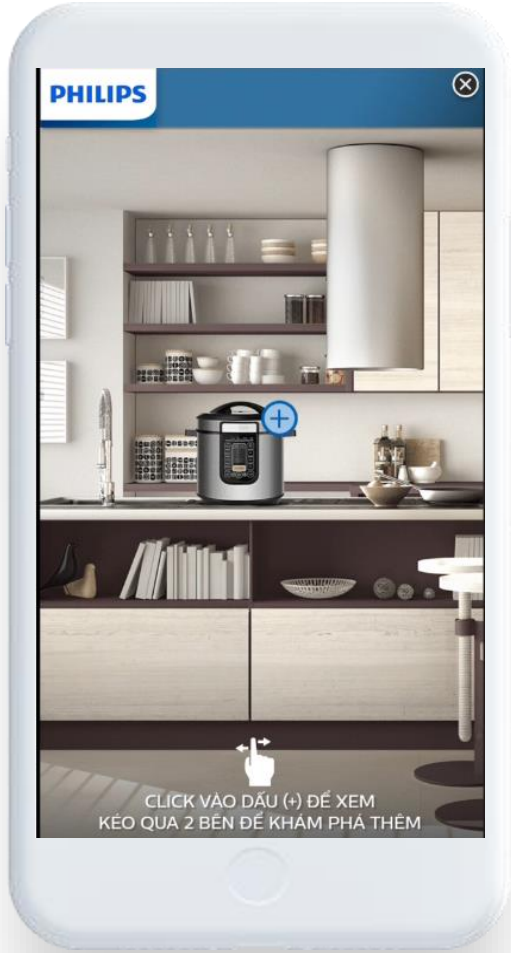
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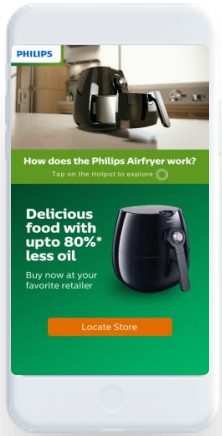




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CUSTOMIZED CREATIVE

LINK FROM ONLINE TO OFFLINE



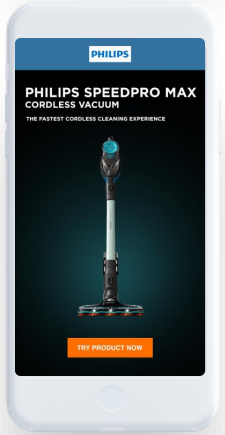
Airfryer XXL



EPC



Garment steamer



Sticks VC

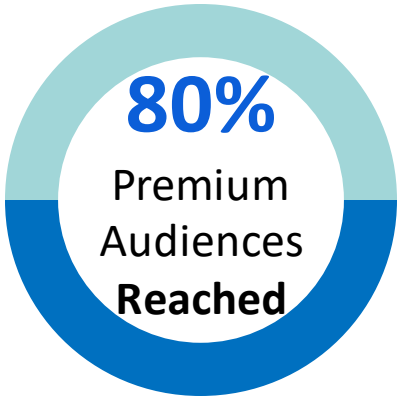


Store Locator (NK/DMX/Vinpro/Aeon/Pico…)

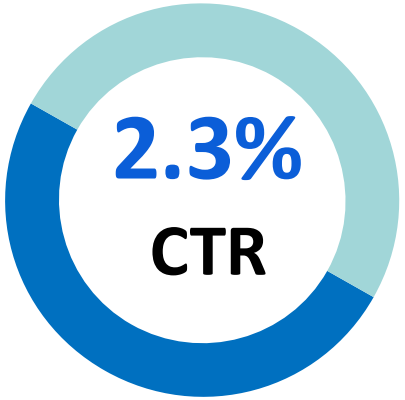


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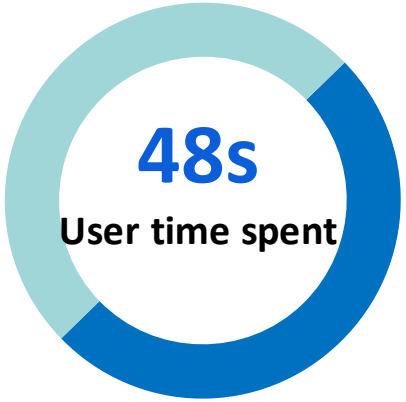
RESULTS



1.8M Reach



5.75x > benchmark



3x > norm rate

BRAND LIFT SURVEY

36% perception towards Philips changed to be “More Favorable”

65% consider to buy Philips product

88% agreed “Philips as a brand is relevant to their lives”

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RESULTS



+252% Sale Grow

Airfryer XXL



+91% Sale Grow

EPC



+50% Sale Grow

Garment steamer

KEY TAKEAWAYS



Precision targeting (Polygons apartments)

Persona building via Imobi's **Audience Data**

Customized creative via '**Rich-media-with-video**' format

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THANK YOU

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