

## The Challenge

Canon Inc is a Japanese Multinational corporation that specialises in the manufacture of imaging and optical products, including cameras, camcorders, photocopiers and printers. Canon ran a contest in Singapore. To participate users had to download any of the featured crafts on Canon PIXMATown, print it and create it accordingly. User will post the picture of their ready make craft on Canon PIXMATown's Facebook craft gallery tab.

## The Solution

InMobi conceptualized and designed an interactive rich media ad unit where the landing page provided a preview of the contest and illustrated the merchandise that users could redeem. To see the full details of the contest, users had to slide their finger on the ad unit that animated a smooth page tearing visual. The page tearing visual then revealed the next page where users could learn more about the contest, or simply visit Canon PIXMATown's Facebook page or official site for more details. To promote wireless connectivity with PIXMA, at the bottom of both mobile landing pages, users get to download PIXMA Canon Easy-Photo Print application via Google Play and Apple's Appstore and print their item wirelessly. This visual was in line with Canon PIXMATown's concept of promoting the artist inside their users.

## The Results

- 1) Average time spent on the ad unit was 4.5x more than industry average.
- 2) Average engagement rate on the ad unit was 2.5x more than industry average.

# Canon partners with InMobi to feature wireless printing and promote contest participation

**Objective** Raise awareness about contest activities

**Target** Smartphone owners

**Solution** Rich media - 2 piece

**Platform** iOS and Android



“InMobi helped us drive our mobile strategy for the PIXMATown campaign. Their market reach and creative expertise in designing an interactive and engaging ad was beneficial to the campaign. The average time spent on the ad unit beat industry norms and working with them was enjoyable.”