

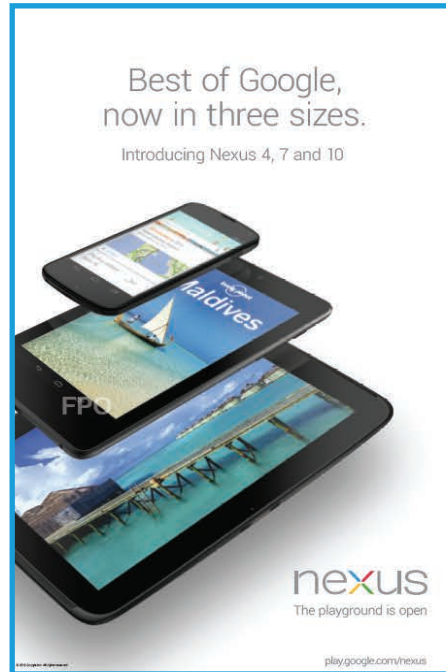


Google runs mall campaign to increase sales of Nexus tablet and phone

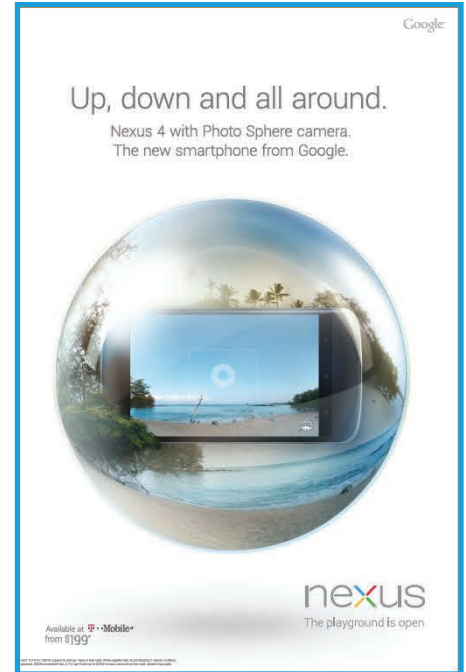
Game Stop Creative



Nexus Creative



T-Mobile Creative



Campaign Results:

- T-Mobile sold out of all Nexus 4 phones in the weeks of the promotion
- Since the product sold out, T-Mobile ads were replaced with Game Stop-targeted ads and a general Google product ads

Campaign Objective:

Increase sales of newly released Nexus products (tablet and phone)

Campaign Details:

EYE identified Game Stop or T-Mobile stores within its network of 300 malls and worked with the client to place ads in relevant locations, targeting those consumers. The Nexus 7 & 10 tablet creative targeted Game Stop customers and the Nexus 4 targeted T-Mobile customers

- Total EYE malls reached: **78 malls**
- Total panels: **598 panels**



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