



GOAL

Armani Exchange worked with its agency Media Kitchen and AdMob to launch the company's first mobile advertising campaign to promote its A|X Armani Exchange Spring 2009 collection. The goal of the campaign was to raise awareness of the new spring line, drive opt-ins to the brand's text messaging program, and use the innovative iPhone environment to continue building the relationship this premium brand has with its high HHI and tech-savvy customers.

SOLUTION

AdMob helped A|X create a mobile Web site designed specifically for the iPhone environment.

The mobile site included multiple possible actions consumers could take including watching video content, using a store locator, viewing a product gallery with photos of the Spring 2009 line, reading the A|X Styletraxx blog content, or opting to sign up for Text A|X (Armani Exchange's text messaging program). Consumers could also buy clothes directly from the mobile site.

AdMob drove traffic to this new mobile site with engaging iPhone banner and text ads targeted to Entertainment, Lifestyle, and Music apps and sites in the AdMob network.

RESULTS

AdMob drove:

- >48,000 users to the mobile site
- >36,000 video views
- >2,600 store locator look ups
- Average CTR: 1.22%
- Interaction rates as high as 14.5% on the mobile site