



“We wanted to get the attention of an interactive youth audience and prompt them to really engage with the content of our mobile site. The carefully-targeted campaign demonstrated that mobile users are responsive to ads and this was strongly reflected in the results. We were very pleased with this choice of media channel.”

*Andy Chen, VP of Digital  
Viacom Brand Solutions International*



## GOAL

MTV and HP developed the six week Engine Room series, providing four competing teams of digital artists with the chance to show off their design skills. As part of the series, Viacom Brand Solutions International ran a campaign to drive young, creative, design-savvy mobile users in key European markets to the show’s mobile site to participate in the HP Notebook Design Contest.

Users were invited to submit designs with a chance to win a special edition HP notebook featuring their own design on the cover; they could also view the existing gallery of design submissions.

To help drive traffic across six European markets, MTV partnered with AdMob to leverage the scope and targeting abilities of AdMob’s leading mobile advertising network.

## SOLUTION

With global reach and proven results for previous MTV campaigns (including promotion of the 2008 MTV Europe Music Awards), AdMob was able to deliver the necessary scale to access the broad and responsive youth market MTV wanted to reach with the campaign. MTV used AdMob’s mobile ad platform to run eye-catching display banners and local language text link ads to country-specific mobile sites for the United Kingdom, Spain, France, Germany, Italy, and the Netherlands to create a truly pan-European campaign.

Once a consumer clicked on one of the ads, MTV’s highly engaging landing pages encouraged them to submit design ideas, vote on design submissions, and compete to win prizes.

## RESULTS

As expected, the iPhone proved to be an especially responsive medium due to AdMob’s iPhone ad unit, specifically created to enhance the user experience and increase response rates. The campaign delivered strong results for MTV:

- Average click-through-rates (CTR) of 1.2% on iPhone in the UK and an average CTR across all six markets that exceeded 0.90%.
- Over the 24 days of the campaign AdMob delivered more than 11 million ad impressions and exceeded the campaign objectives on clicks.