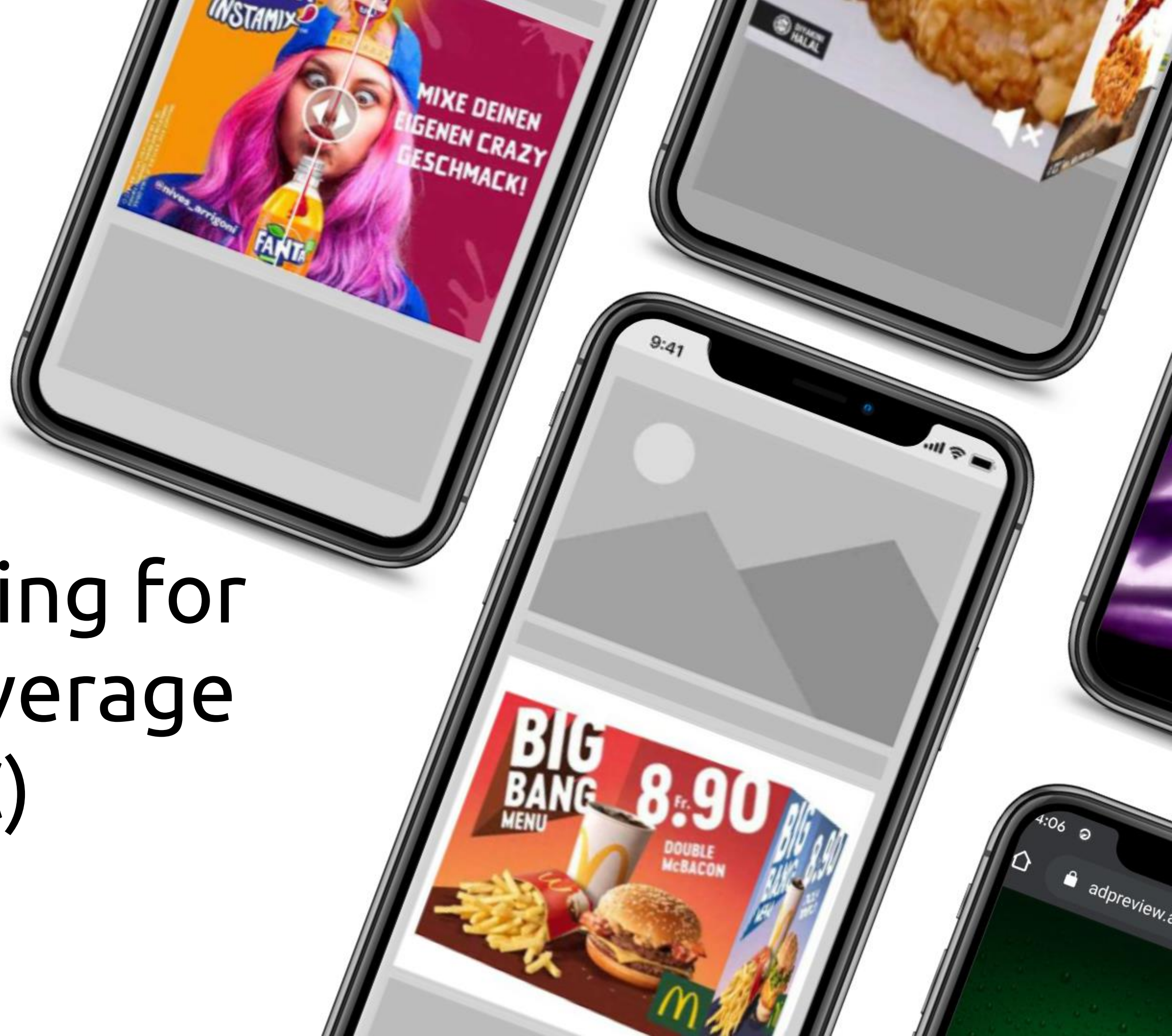


**Adello**

# Mobile Marketing for the Food & Beverage industry (APAC)

Case Study



# Introduction

Today, the F&B industry have an extremely high competition. Therefore, food enthusiasts have high expectations, so it is important to experiment and adapt the service to the new realities.

46% of consumers believe that restaurant-branded products are a convenient way to attain the restaurant experience and flavors at home. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens a huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents some of Adello's best performing mobile advertising creatives and campaigns for the food & beverage industry.

**Adello**





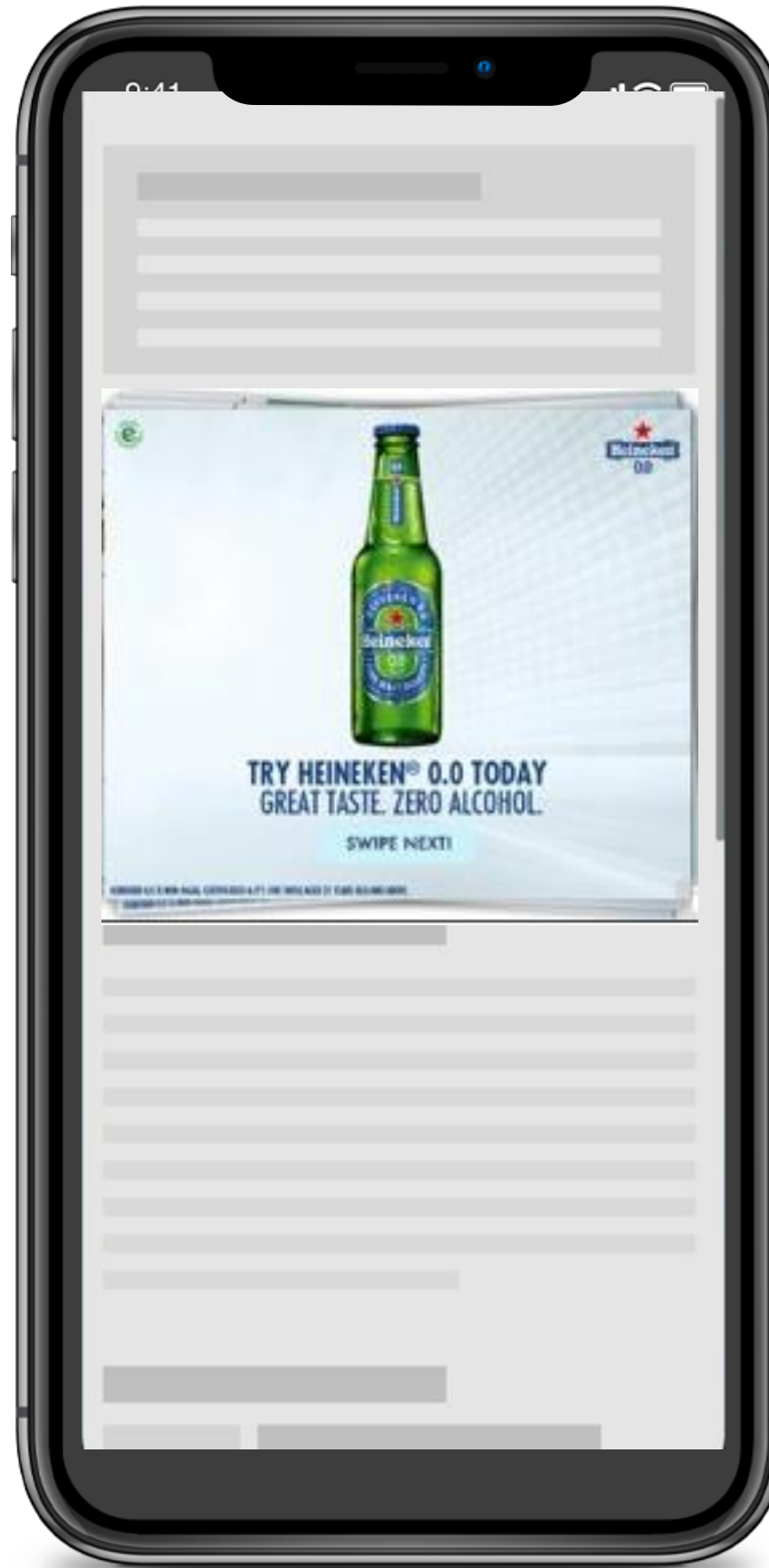
# AI-powered Ad Performance

**Adello**

# Ad Case 1: Heineken

- Campaign goal: Brand awareness
- Campaign duration: 5 months
- Creatives: Swipe Cube & Card deck
- Location: Malaysia
- Language: EN

Adello



8.2m

**Impressions  
delivered**

2.07%

**CTR**

100%

**Delivery**

# Ad Case 2: Pepsi

- Campaign goal: Brand awareness
- Campaign duration: 1 months
- Creatives: Swipe Cube, Banner, 180 panorama & Video Swipe
- Location: Malaysia
- Language: Malay



2.2m

**Impressions delivered**

1.17%

**CTR**

100%

**Delivery**

# Ad Case 3: KFC

- Campaign goal: Brand awareness
- Campaign duration: 8 days
- Creatives: Swipe Cube Interstitial & Rectangular
- Location: Malaysia
- Language: EN

Adello



1.7m

**Impressions  
delivered**

0.94%

**CTR**

100%

**Delivery**



# **Most Successful Ad Units**

for the Food & Beverage industry

# Hypercube

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

## Rich media options

Creative components	4 Frames
Format	Rectangular: 300x250
Video options	Max 1 video



Deliverable specifications  
<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/eo1fm6>





Demo



<https://m.adctrl.com/odolno>



# Hypercube – Interstitial

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

## Rich media options

Creative components	4 Frames
Format	Interstitial: 320x480
Video options	Max 1 video



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

# Swipe interstitial

- The format offers the possibility to combine multiple creatives together in a rich interactive format.

## Rich media options

Creative components	3 to 4 static images
Format	Interstitial: 320x480
Video options	Max 1 video



Deliverable specifications  
<https://m.adctrl.com/ep0wdq>

Demo



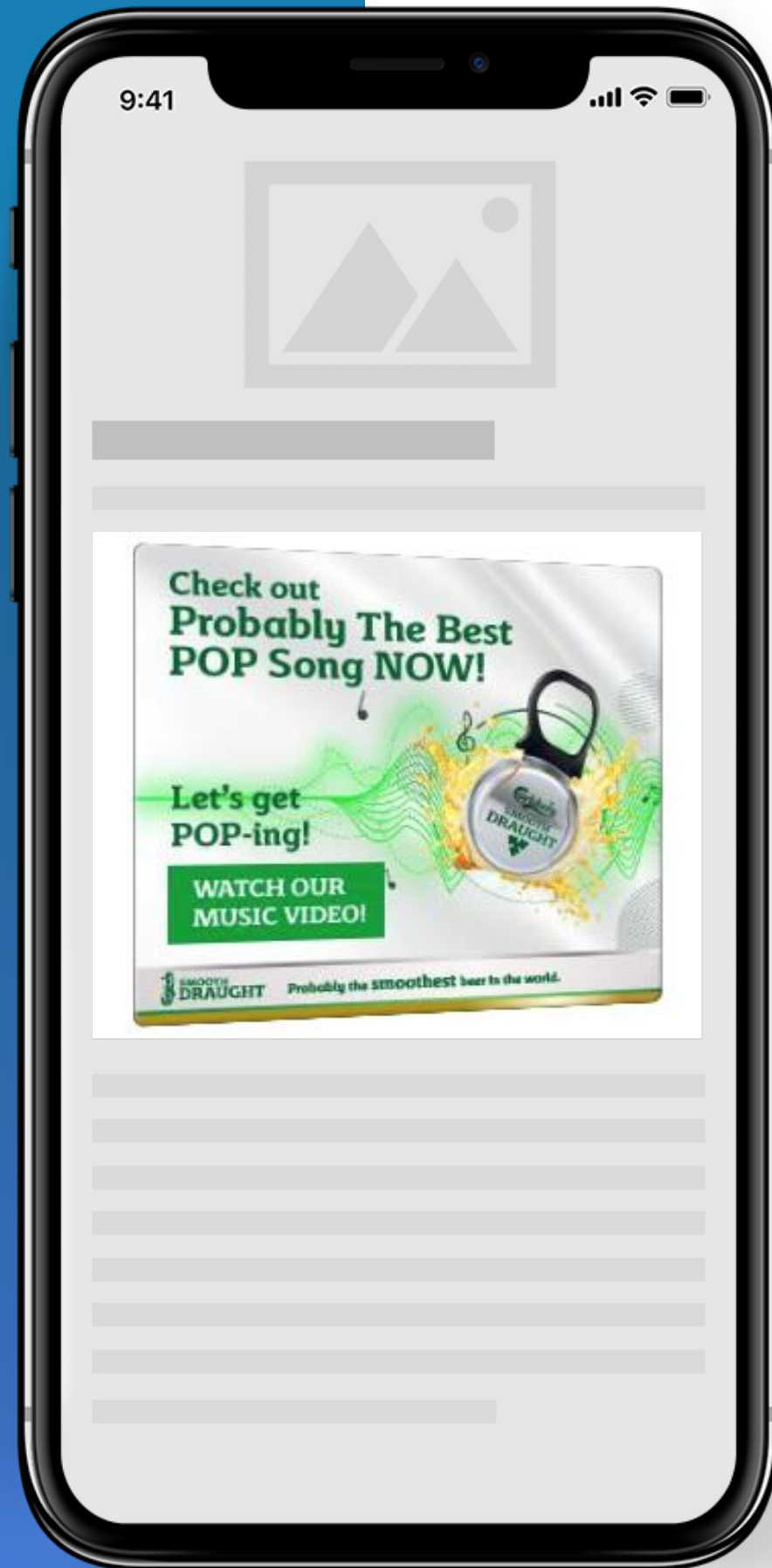
<https://m.adctrl.com/qggofo>



Demo



<https://m.adctrl.com/exfwz0>



## Flip Card

- A Flip Card ad format where the user flips / turns the ad to discover more content.

### Rich media options

Creative components

2 static images:

- Front
- Back

Format

Rectangular: 300x250

Video options

Max 1 video



Deliverable specifications

<https://m.adctrl.com/ep0wdq>



Demo



<https://m.adctrl.com/rl7z02>



## Flip Card Interstitial

- A Flip Card ad format where the user flips / turns the ad to discover more content.

### Rich media options

Creative components

2 static images:

- Front
- Back

Format

Interstitial: 320x480

Video options

Max 1 video



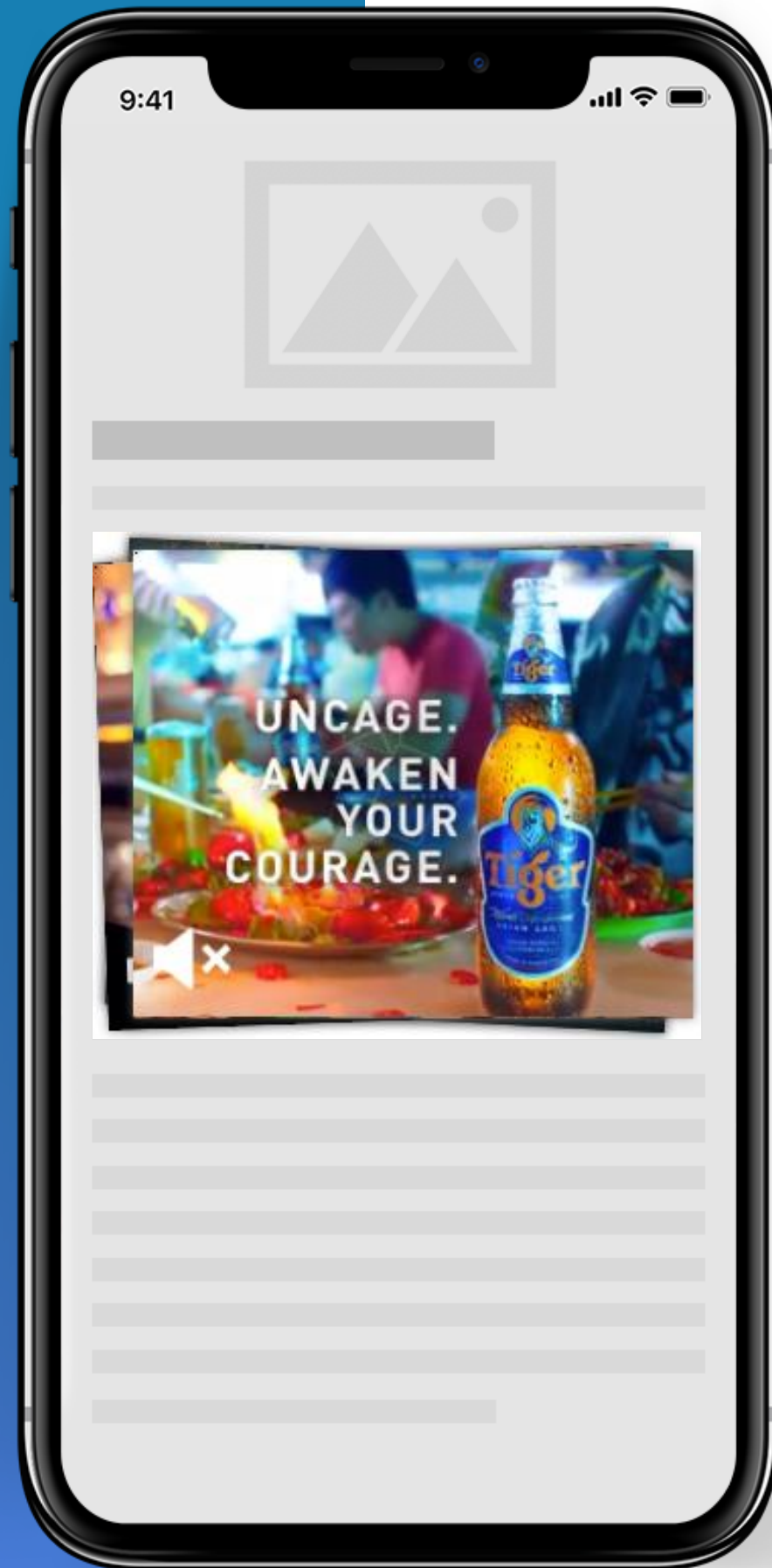
Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/73chaq>



## Card deck

- A stack of cards displayed on top of each others. The user can swipe the cards away to reveal the one below.

### Rich media options

Creative components	3 to 6 static images
Format	Rectangular: 300x250
Video options	Max 2 videos



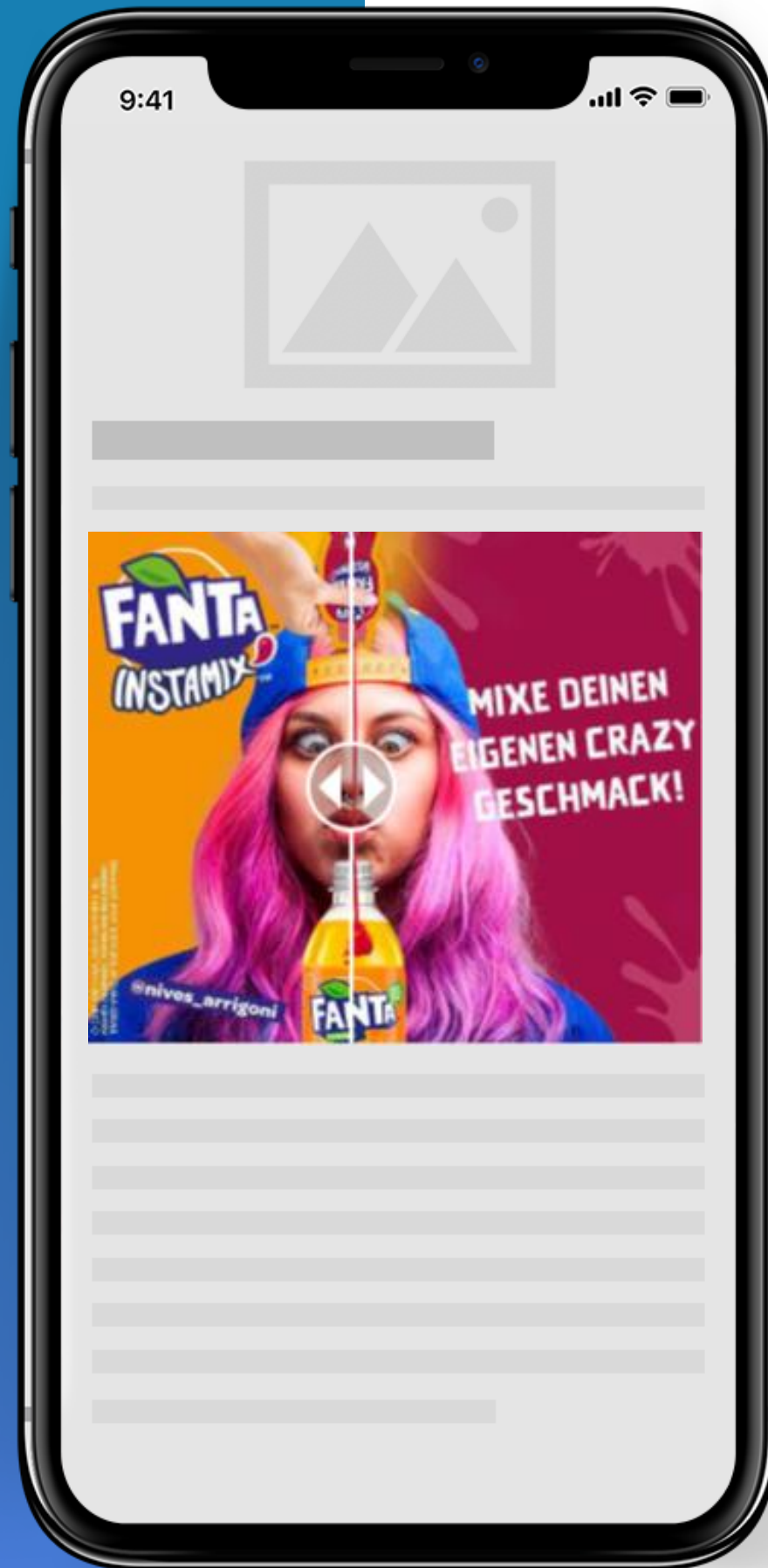
Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/wvg7ce>



## Overlapping slider

- Drag the slider left and right to visualize 2 different creatives.

### Rich media options

Creative components

2 static images:

- Before
- After

Format

Rectangular: 300x250



Deliverable specifications

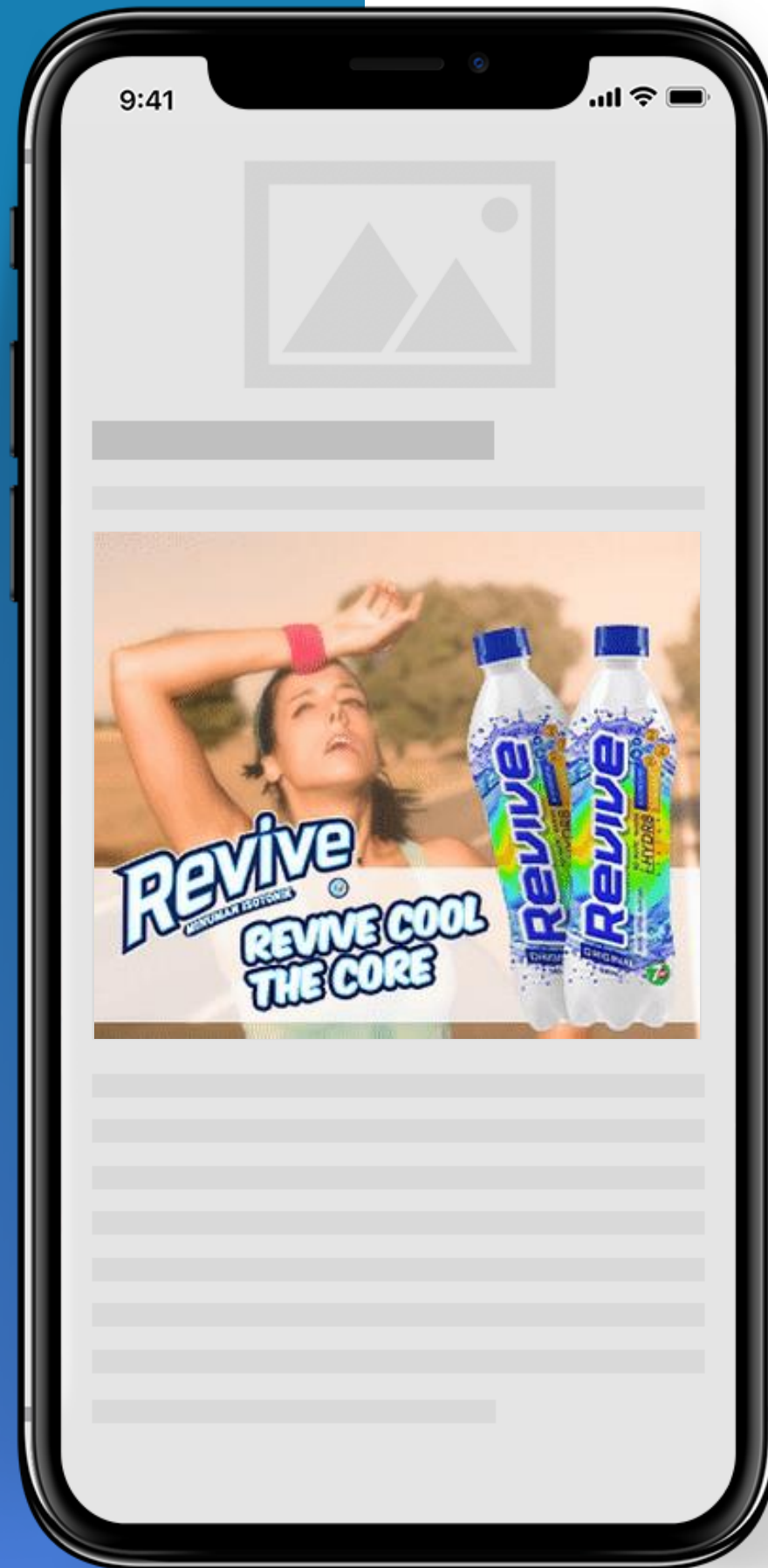
<https://m.adctrl.com/ep0wdq>



Demo



<https://m.adctrl.com/a4lxfl>



## Heat Distortion

- Subtle heat effect to give your creative an extra dimension.

### Rich media options

Creative components

2 static images layers

- Foreground with transparency
- Background

Format

Rectangular: 300x250



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/ukdbsn>



# Panorama - interstitial

- Pan left and right to discover more content.

## Rich media options

Creative components

Creative storyboard

Format

- Width: 320px – 1200px max

- Height: 480px

Video options

Max 1 video



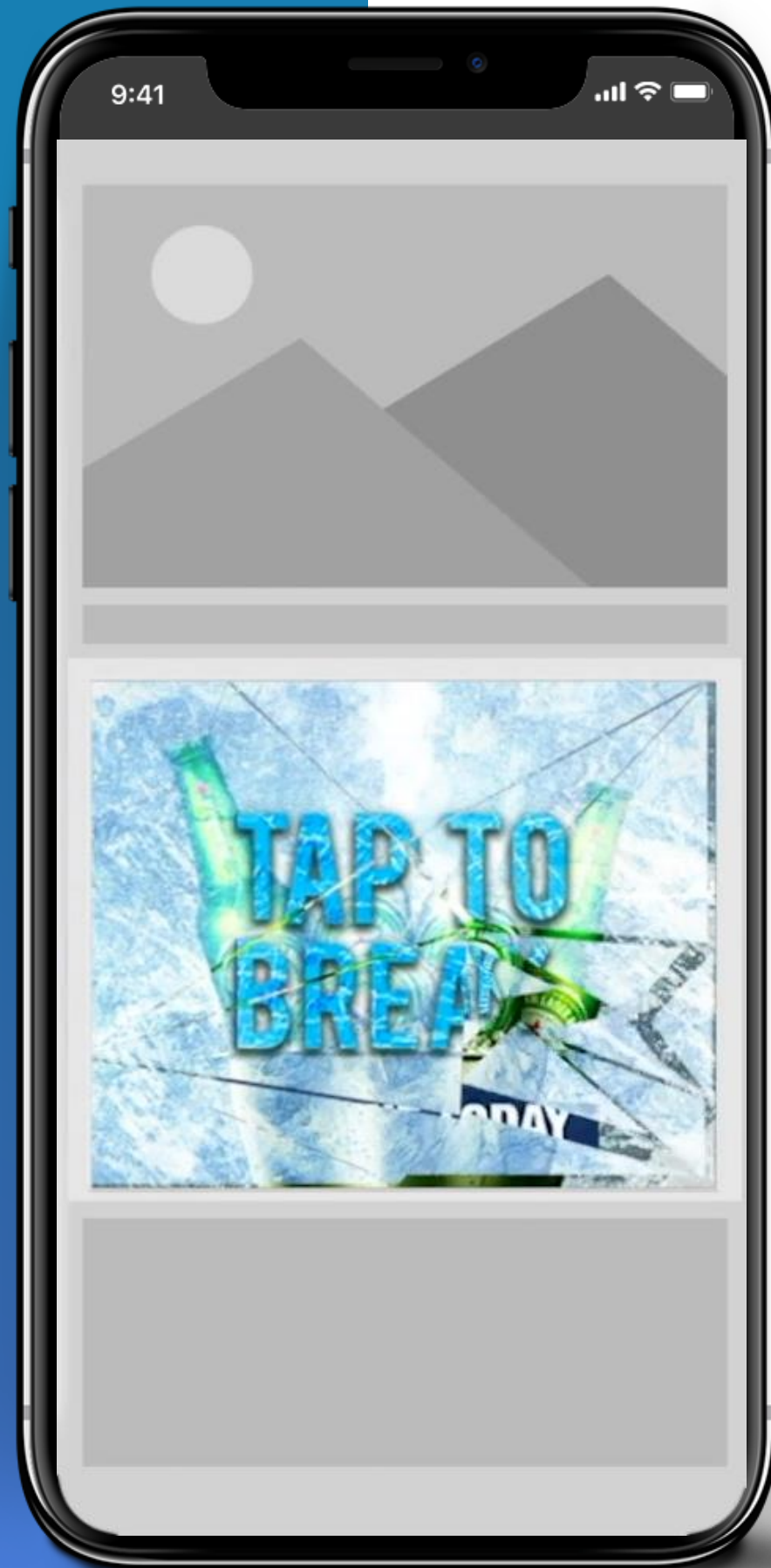
Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/qsokkp>



# Shatter Ad

- Tap to crack the surface and discover more content

## Rich media options

Creative components

2 static images:

- Before
- After

Format

Rectangular: 300x250

Interstitial: 320x480

Video options

Max 1 video



Deliverable specifications

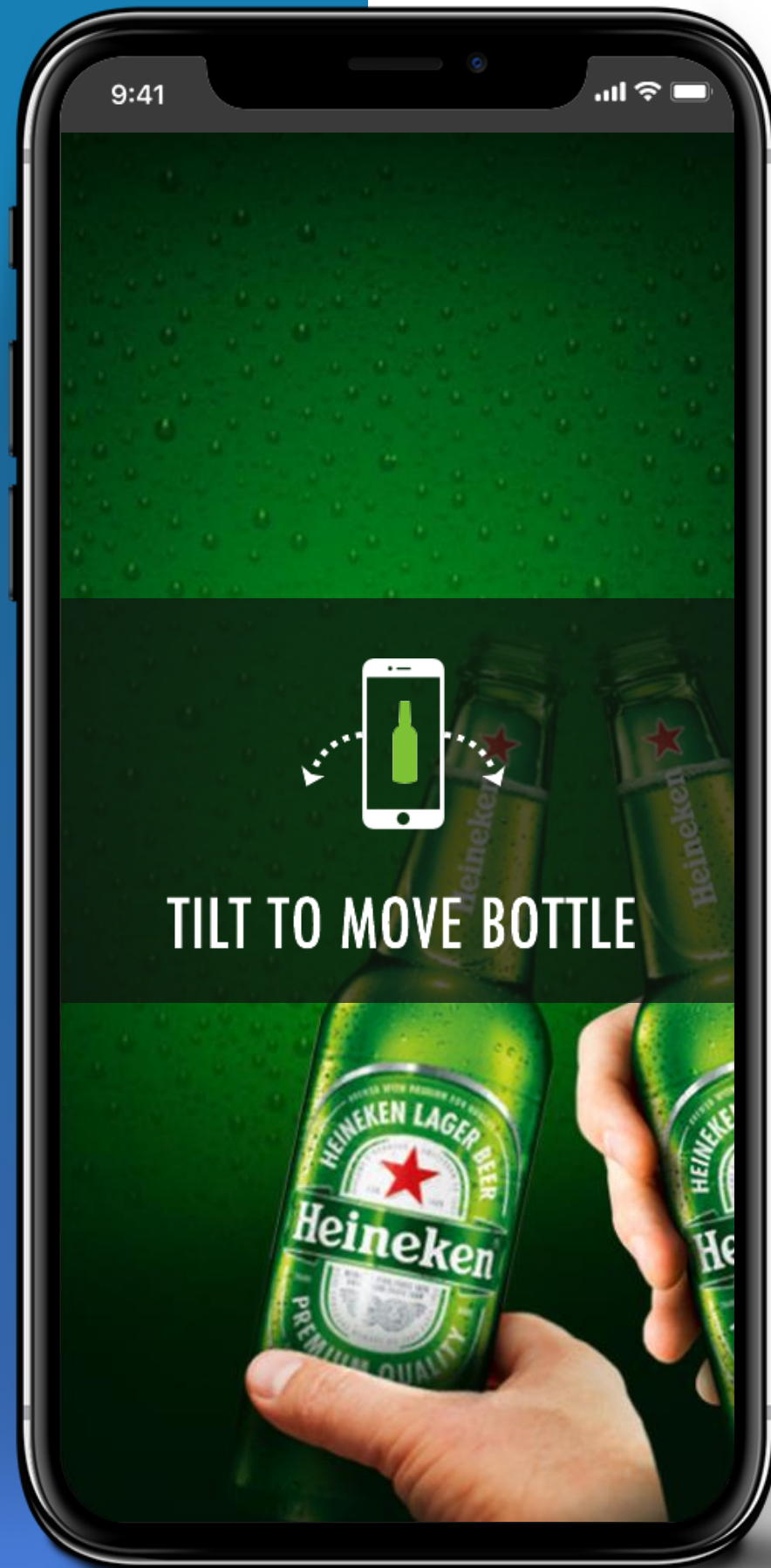
<https://m.adctrl.com/ep0wdq>



Demo



<https://m.adctrl.com/c522fu>



# Custom - Heineken Cheers

- Tilt the phone left or right to have a toast.

## Rich media options

Creative components

Creative storyboard

Format

Interstitial: 320x480



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

# Custom - Pepsi Shake

- Shake the phone to reveal an interactive animation.

## Rich media options

Creative components

Creative storyboard

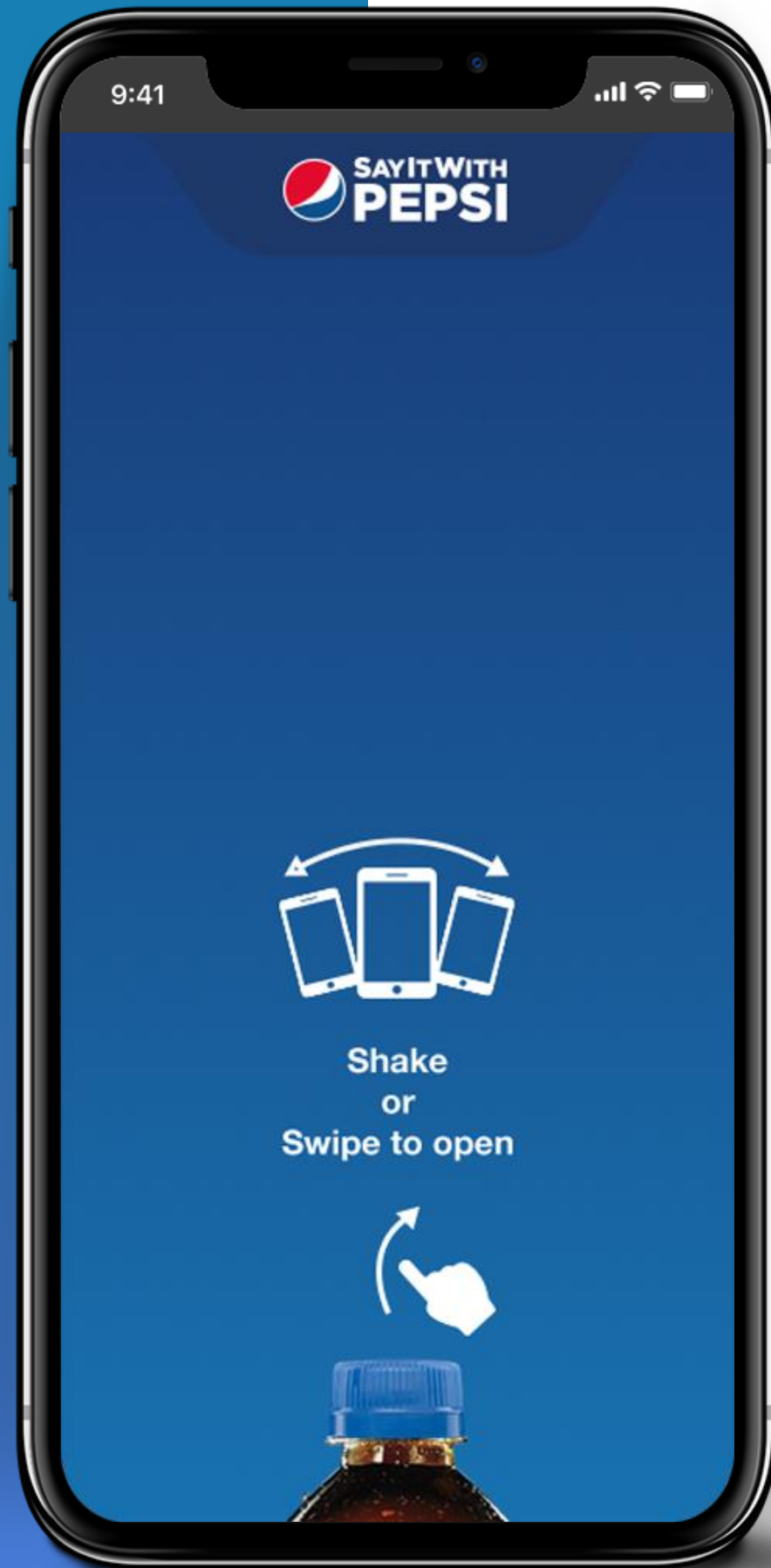
Format

Interstitial: 320x480

Demo



<https://m.adctrl.com/mkqtld>



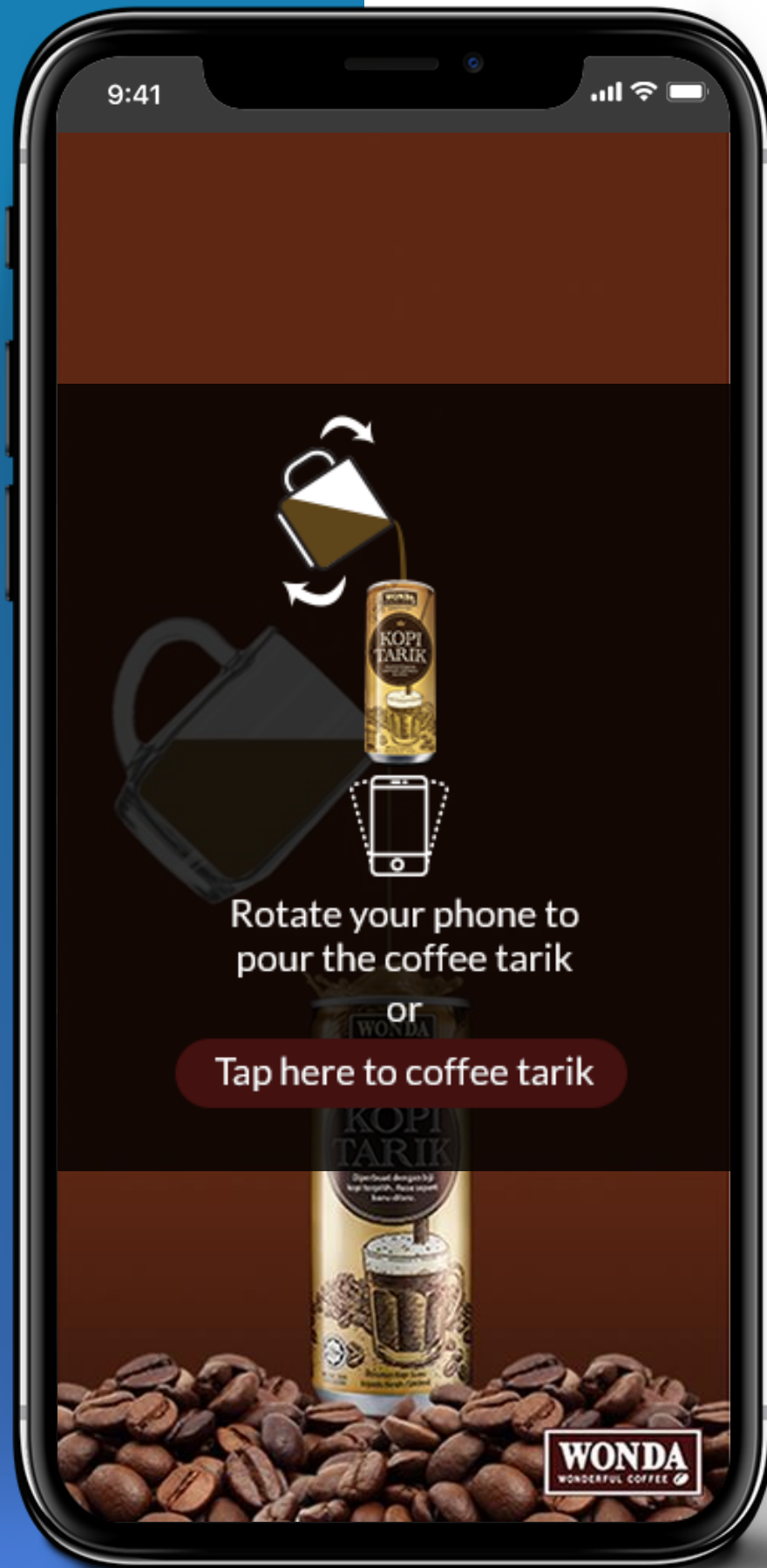
Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/km4msh>



# Custom - Coffee pouring

- Tilt the phone the left or right to trigger a pouring effect.

## Rich media options

Creative components

Creative storyboard

Format

Interstitial: 320x480



Deliverable specifications

<https://m.adctrl.com/ep0wdq>



**Questions?  
contact us:**

**[sales@adello.com](mailto:sales@adello.com)  
phone: +41 44 500 31 50**

**Adello Group AG  
Forchstrasse 32, 8008,  
Zürich, Switzerland**