

# WeatherBug®

## Mobile Advertising Case Study: A Leading OTC Allergy Medicine



### Campaign Objectives:

- Increase awareness and purchase consideration of allergy medication for seasonal allergy sufferers

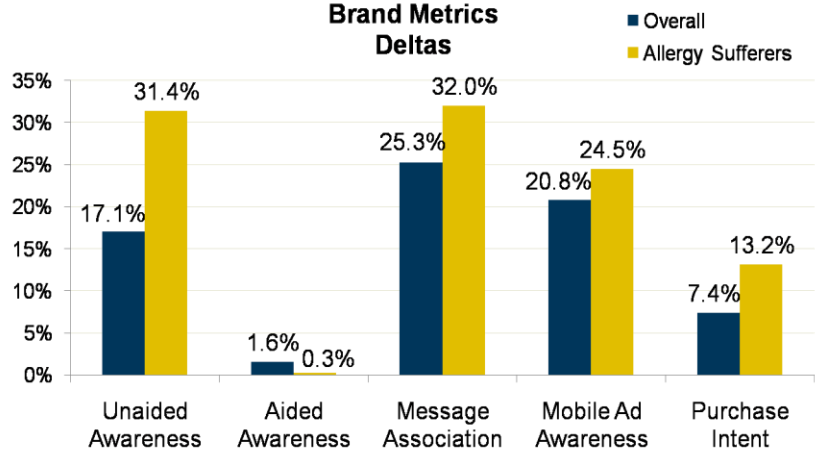
### Campaign Strategy:

- Launch a display advertising campaign on the WeatherBug mobile platform and within the Allergy Section of the mobile website
- Quantify the effects of the mobile ad campaign with an Insight Express Mobile AdInsights<sup>SM</sup> study

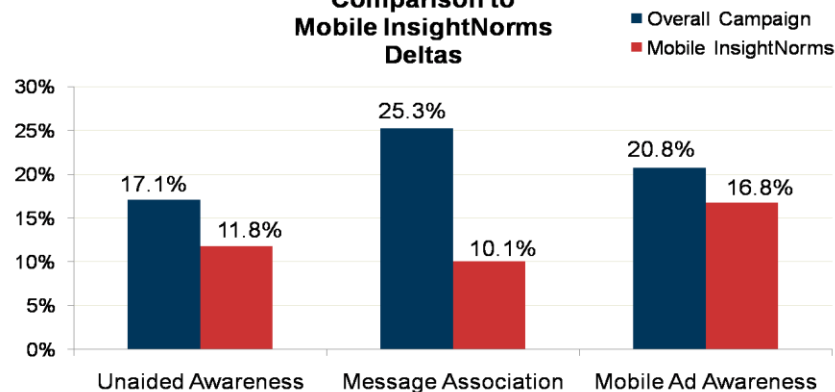
### Results:

- Overall, the campaign was successful at increasing Unaided Brand Awareness, Message Association, Mobile Ad Awareness, and Purchase Intent
- The campaign had above average results and outperformed the InsightExpress Mobile Norms in Unaided Awareness, Message Association and Mobile Ad Awareness
- The campaign had a powerful overall branding effect performing well across age groups and resonating strongly with both males and females
- Respondents who buy allergy medicine monthly or more responded best to the campaign, but it is important to note that the campaign also positively impacted non-sufferers

### Brand Metrics Deltas



### Comparison to Mobile InsightNorms Deltas



Source: InsightExpress Mobile AdInsights Study, Spring 2009



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