

ShakeMe: Nectar

Interactive campaign



Objective

Nectar wanted to drive downloads of their latest owned and operated App as their main campaign goal.

Idea and execution

Targeting an entertainment focussed audience, an interactive audio campaign was created, highlighting the benefits of the new Nectar app and the options to immediately download the app by shaking the phone.



Results

The Nectar campaign reached out to more than 300K entertainment focused listeners with an outstanding average 96.4% listen through rate. Achieving a ShakeMe rate of 1.67% and more than 20k downloads of their new app.

1.67% ShakeMe interaction rate

96.4% Listen through rate

20K+ App downloads

