

“ Our campaign to promote Assassin’s Creed II was truly innovative across all media channels. We knew mobile would be an important component of our advertising strategy because of the engaged user base of mobile gamers. We selected AdMob as our mobile partner because of the broad range of brand advertising opportunities they offer including Interactive Video Ads and exclusive sponsorship opportunities, in addition to their tremendous reach and cost-effective combination of CPC and CPM media. We were very pleased with the level of service and results.”

*Jill Steinberg,
Senior Director,
Media & Promotions,
Ubisoft*



GOAL

Ubisoft® wanted to promote their new game title Assassin’s Creed® II with a robust and engaging mobile advertising campaign. Ubisoft was interested in reaching a mobile gaming audience to promote their new game before, during and after launch. Ubisoft wanted to engage mobile users via innovative and exciting ways, so they partnered with AdMob because of the range of engaging mobile advertising strategies AdMob offered. In addition to promoting their console game title, Ubisoft developed an iPhone app for Assassin’s Creed II and they wanted to drive downloads of this app.

SOLUTION

Ubisoft took advantage of AdMob’s new Interactive Video Ads for iPhone, running the Click-to-Interactive Video format. From inside the interactive video player users could click on Action Buttons driving them to the Assassin’s Creed mobile site or directly to the App Store where they could download the app and also to the Assassin’s Creed page on the mobile version of Amazon.com where users could purchase the console game right from their iPhone. AdMob also ran text and banner ads on iPhone and WAP. Finally, AdMob connected Ubisoft with their exclusive publisher partner, TapTapRevenge, for a sponsorship that integrated the Assassin’s Creed II brand into this popular game, including an interstitial that displayed during app load.

RESULTS

- AdMob drove more than 172,000 users to the Assassin’s Creed 2 mobile experience
- CTR for banners as high as 1.5%
- Click-to-Play Interactive Video CTR of 1.3%
- Average of 3 page views per visitor to the mobile site
- Drove more than 28,000 users to Amazon.com from text ads
- Delivered more than 19,000 video views
- Interaction Rate with the Interactive Video Player’s Action Buttons: 5.4%