

The Experience 10 (2015) Rich Media Campaign

Convened and hosted by Pastor Paul Adefarasin, The Experience is an Interdenominational Gospel concert that features some of the best-known musical talents of our time. The Event, which debuted in December 2006 with over 70,000 persons in attendance rapidly gained momentum at its second outing with a quantum leap in attendance of well over 250,000 people. The Experience has now become known as the largest musical concert in Africa

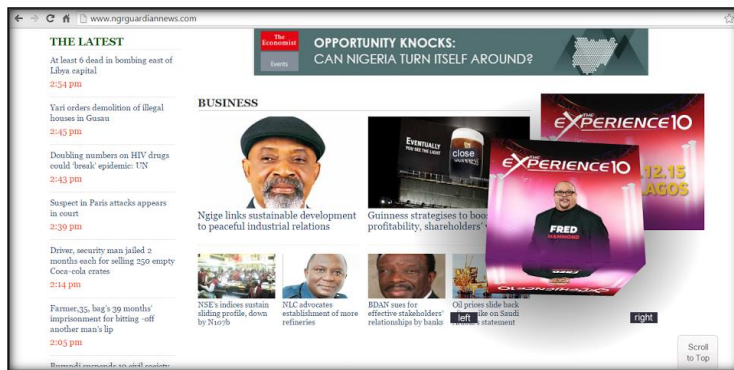
Challenges

House on the Rock Church wanted to reach their audience from an innovative perspective and create awareness about their event.

What we did

We created a **Rich Media Floor Ad** which we hosted on **NotjustOK** and a **Rotating Cube Ad** hosted on **The Guardian** for both mobile and desktop for two weeks.

Screenshots



Guardian NG



Notjustok(Desktop View)



Notjustok (Mobile View)

Result

Notjustok

- We achieved a Click Through Rate of 0.57%
- 1078 Clicks
- 1,673,805 Impressions.

Guardian

- A Click Through Rate of 0.12%
- 1449 Clicks
- 2,701,619 Impressions.