



Case Study in collaboration with:



Moving early on iPad gives OppenheimerFunds winning touch

Signing up as a launch partner for LinkedIn's iPad app has enabled the asset management firm to reinforce its position as an industry leader and increase visibility among financial advisors.

OppenheimerFunds (OFI), in collaboration with Mobext, became one of the launch advertising partners for LinkedIn's iPad app giving the brand a position on the first professional social media platform that enables advertising on the device. As such, it not only demonstrated OFI's progressive credentials to an audience of early-adopting LinkedIn members, but enabled the firm to deliver impressive response rates and significant reach for its ads.

Challenge

- To find and engage Financial Advisors in an ever changing media consumption landscape where mobile usage is rapidly growing

Objectives

- Broaden brand awareness for OppenheimerFunds among Financial Advisors
- Support the launch of OFI's first-of-its-kind Global Tracker tablet app
- Leverage platform-specific creative to gain exposure and drive downloads
- Demonstrate the brand's position as an innovator and thought leader in the investment space, by aligning with relevant first-to-market opportunities

Solution

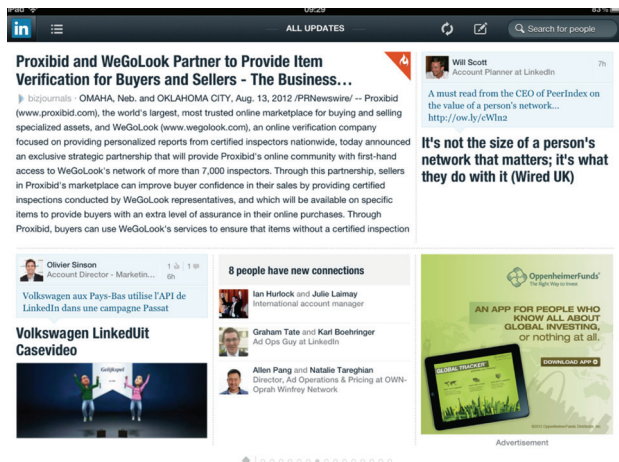
- Beta launch partner for the LinkedIn iPad app
- 80-day sponsorship
- 20% share of voice, with ads appearing every 4-7 "swipes"
- Utilized variety of creative assets to support two brand messages: Globalize Your Thinking and Global Tracker App
- Cross-platform approach complemented robust OFI desktop media experience

Why LinkedIn

- The first professional social media platform to provide an advertising opportunity on iPad
- Context of valued professional content gives audiences reason to engage on the device
- LinkedIn attracts a strong audience of 16.5 million financial professionals, with 500,000 FA's on the platform

Results

- Achieved category exclusivity as OFI was the only financial advertiser launch partner
- Generated 3.3 million impressions and was the primary mobile awareness driver for the campaign during its 3-month duration
- Combined, all 3 creative messages drove over 11k clicks with the Global Tracker app creative outperforming the two Globalize Your Thinking messages by 15%



"We identified the LinkedIn iPad launch as a fantastic opportunity to link our brand to a progressive platform and push the boundaries on engagement – and we have been very satisfied with the results delivered by the sponsorship. We will be looking to develop our iPad presence through LinkedIn as the reach of the app grows."



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