

# Generate a Dynamic Brand Image of a New Bitcoins Product



**Industry:** Bitcoins

**Objective:** Targeting tech-savvy and PMEBs who are from middle to upper classes to invest and reach their newly launched product, LUNO.

**Challenge:** Generating a dynamic brand image amongst disposable income during a rapid growth and funding period in Malaysia.

**Solution:**

- Campaigns were strategically placed on several locations for a month, mostly in populated areas.
- The campaigns were executed on time-belted hours to target the right audiences at the right time and location.

**Key Result:**

Potential Views: 1, 060, 332

Unique Reach: 655, 437

Unique Percentage: 61.82%