

# Case Study

## Der General

Der General is an all purpose cleaner which provides perfect cleanliness and brings brilliant shine. Der General is effective and powerful against dirt and fat and leaves all surfaces clean and shiny. The pleasant fragrance ensures a long-lasting freshness experience even after cleaning.

It is also the market leader in Lebanon in Multipurpose Liquid Cleaner category.



# Case Study: Der General – Repair effect

## Campaign Objectives



Promote their new product (Fresh Pine) to female customers.  
Drive views to their youtube video

## Duration



3 Weeks

## Measurements



Click through rate  
Post click engagements

# Case Study: Der General – Repair effect




## Solution

Interactive rich media execution.

Targeted users were encountered with various attractive call to action mobile ad placements which all led to the special rich media execution.

AdFalcon team designed a rich media ad to drive awareness for the new product by Der General, applying targeting solution to reach female mobile users in Lebanon.

## Measurements

 Number of impressions served during the campaign	499,143
 Average CTR achieved	1.00%
 Post click engagements	1040

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## Screenshots

