



WESTERN UNION

GOES GLOBAL WITH PLAYABLE MOBILE AD

WESTERN UNION DRIVES AWARENESS & APP INSTALLS WITH PLAYABLE MOBILE AD CAMPAIGN.

Western Union tapped into the power of playables with a highly engaging mobile ad experience that effectively communicated the reach & ease of sending "Global Money Now" around the world.

By using the initial "Where do you usually send money?" prompt, users self-identified their region and received a corresponding interactive puzzle experience. They then tapped to complete the puzzle while an end screen focused on the many banking locations in that region where they could send money.

The combination of fun & positive engagement combined with relevant location-based messaging enabled consumers to quickly understand the benefits of utilizing Western Union, and the unique ability to use both WU App or WU.com to reach thousands of destinations world-wide.

Plus, it was an effective tool for identifying consumers by region. **The exceptional performance has led to expanding the campaign to additional regions.**



PROVEN PERFORMANCE

18%

CLICK THRU RATE

32
SECONDS

AVERAGE TIME SPENT

20K+

INSTALLS

29%

COMPLETION RATE