

## SUCCESS STORY

## Ringo

Using Instagram Stories to increase brand awareness

## CLIENT

Ringo is an Argentinian brand that manufactures mobile phone accessories which provide safety and comfort.

RINGO

+1.6M  
REACH INSTAGRAM  
STORIES

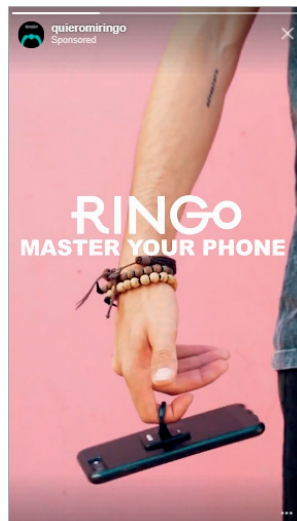
70%  
CPM  
REDUCTION

## OBJECTIVE

As Ringo were promoting a new accessory, they needed to convey what the product was and how it could be used to entice buyers. Ringo's advertising goals were to generate sales and connect with traders who would be interested in selling their product in other cities.

## STRATEGY

Adglow worked with Ringo to develop an ad strategy using the Instagram Stories ad format which was targeted to millennials in the 13-34 year old age bracket. The ads were targeted to Buenos Aires and other cities in Argentina and a remarketing strategy targeted to people who'd engaged with past videos in previous campaigns was also set up.



"Adglow helped us with the strategy and execution of our social media advertising campaigns. We also discovered that we could reach more people with Instagram Stories at a lower cost. By doing this, we increased our brand presence and reached a millennial audience with outstanding results"

Nicolás Viñes Co-Founder at Ringo