

## Digital Marketing – Regional Online Campaign

Objective of the campaign in October 2017

- Optimise reach to SEA audience to create awareness of the Mini Game
- Support UK target of 100,000 game play before March 2018 UN Conference
- Support offline activities e.g. students and stakeholders events in SEA markets
- Drive traffic to global games page on ICAEW website

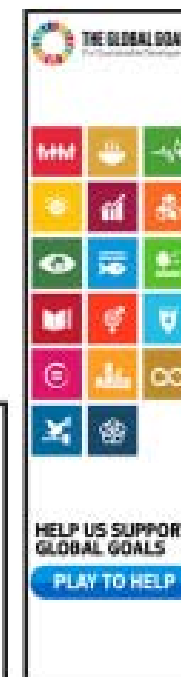
Result as reported by UK on 26 October to showed:

- SEA the first region to kick off in support of the campaign worldwide
- Cross 100,000 page hits at [www.icaew.com/globalgoals](http://www.icaew.com/globalgoals) – the 2<sup>nd</sup> highest after the homepage and around 10% of total traffic on [icaew.com](http://icaew.com)
- >50% of the players came from Indonesia, Vietnam or Malaysia
- 99.7% of people visited the page on a mobile device
- The majority of people were aged 25-34 followed by the 18-24 bracket
- The most popular choice of Goal so far has been No Poverty followed by Quality Education and 13. Climate Action

### Campaign report

Click through to Mini Games Page by Market

Period	ID	VN	MY	SG
3 -15 Oct	50,369	34,235	10,358	1705
<b>3 - 31 Oct</b>	<b>205,297</b>	<b>110,335</b>	<b>33,236</b>	<b>5,793</b>
CTR %	0.06%	0.19%	0.41%	0.17%





<http://icaew.com/globalgoals>

open with chrome or Mozilla



<http://testing.matmi.com/globalgoals>

open with chrome or Mozilla