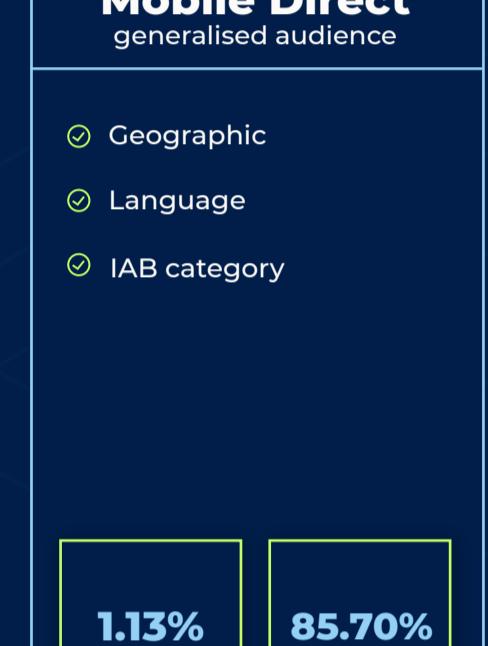
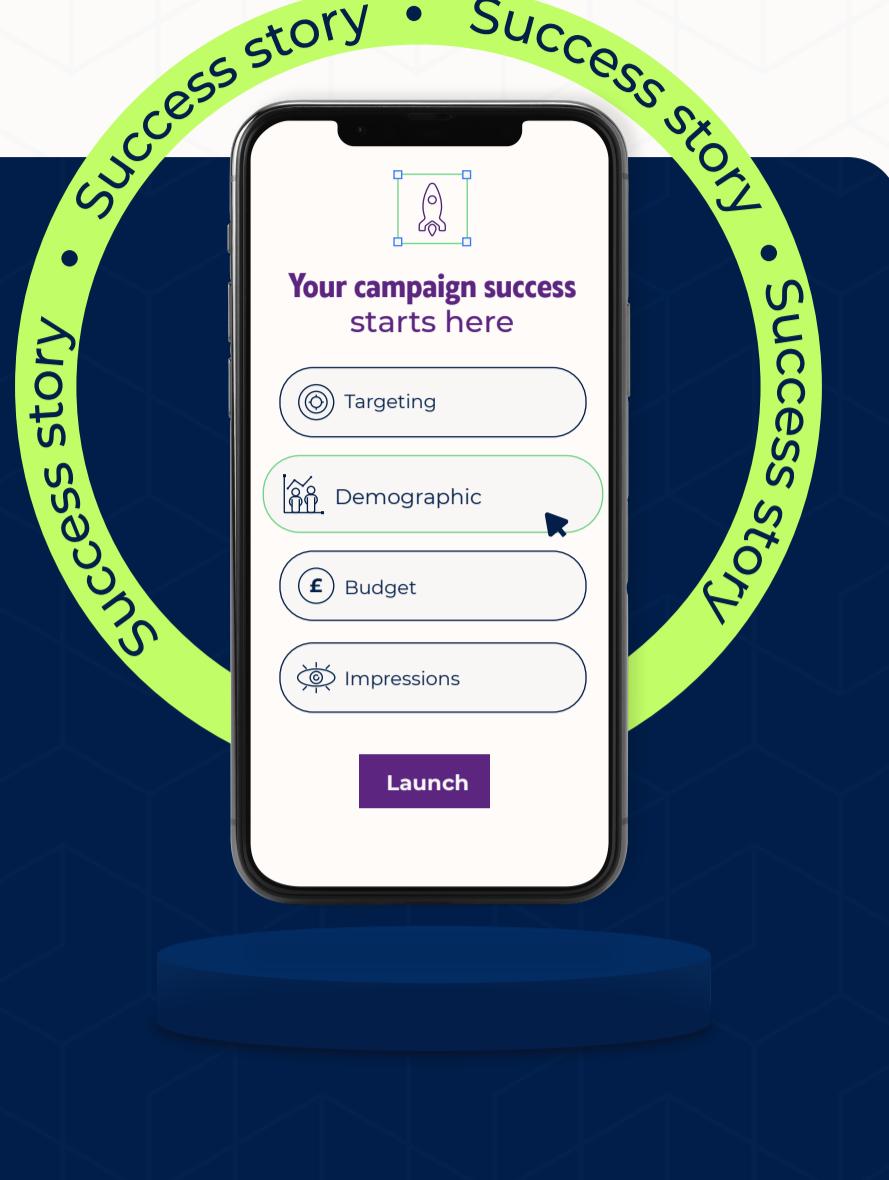


fonemedia x A. Vogel

Product ← Retail Awareness ↑ Engagement

→ The Brief

A. Vogel, a leader in natural health products, aimed to increase awareness of their herbal remedy, Dormeasan Valerian-Hops Oral Drops, by driving traffic to the product's information page.



→ The solution

We **geotargeted users aged 20-65** in the UK's main cities, focusing on those interested in sleep, stress prevention, low mood, and relaxation.

→ The results



The campaign brought over **4,500 engaged users to the landing page**, significantly raising product awareness. Most visits came from samsung and apple devices, showing strong demand for the wide mobile banner. We provided insights and suggestions for optimising future campaigns.

→ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

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