


GrabAds Media Kit

Myanmar
2021




Grab is SEA's Everyday SuperApp!



#1
O2O Platform

Largest
Rewards Program



214M+
mobile downloads
across regional

~400,000
MAU in Myanmar



339
Cities, 8 Countries

2 Cities
In Myanmar

3 BILLION
JOURNEYS



1bn
Oct 2017



2bn
Jul 2018



3bn
Jan 2019

Enabling brands to engage key audiences thru GrabAds



Some of the brands we have worked with



Integrated Fleet + In-App Campaigns

OFFLINE

ONLINE



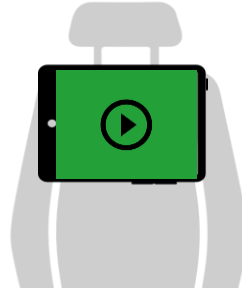
Pre-ride



Capture consumers' attention while they are waiting for their rides with pre-ride messages & car wraps



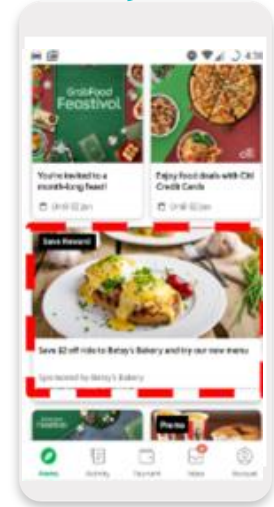
During-ride



Engage consumers and showcase your content while they are in the ride with in-car digital display/ branding or sampling

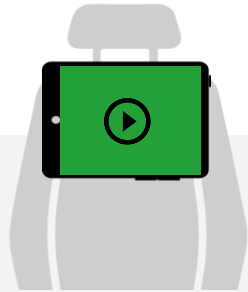


After-ride



Remarket to consumers to drive sales or gather insights with in-app ads

CarWraps & In-Car Digital Tablet



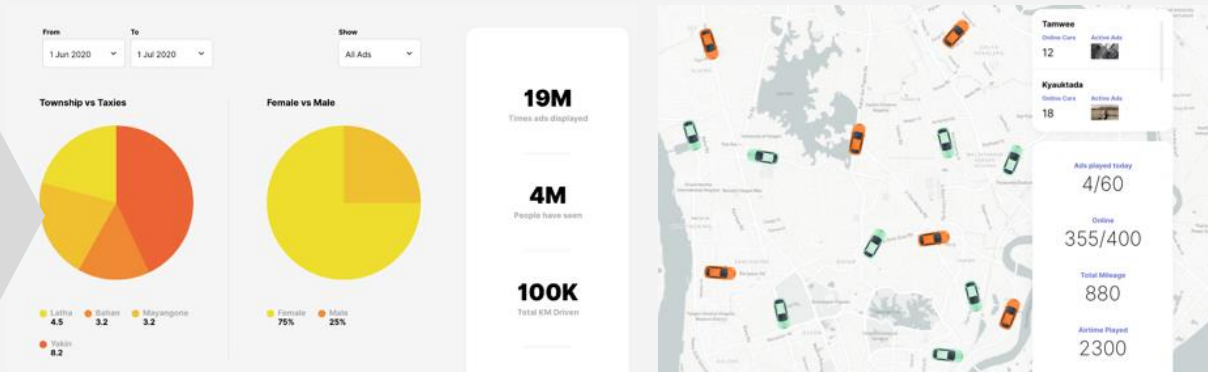
CarWraps:

- Full car wrap with light box

In-Car Digital Tablet:

- 10" in-car digital display which works once engine starts
- Centralized Control system to self-manage the Video
- Dashboard to monitor, ads scheduling and report
- 1 ad slot is 60 seconds duration with rotation

Dashboard Preview

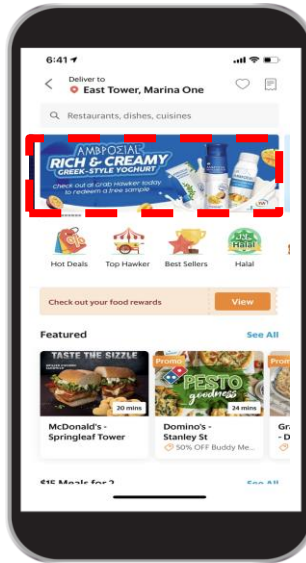


Integrated GrabFood Sampling + In-App Campaigns

ONLINE

OFFLINE

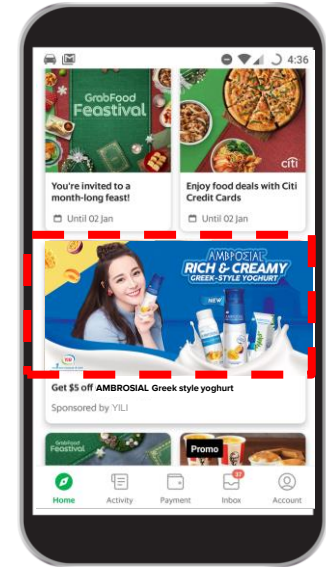
ONLINE



Build brand awareness
and visibility with a
targeted GrabFood banner

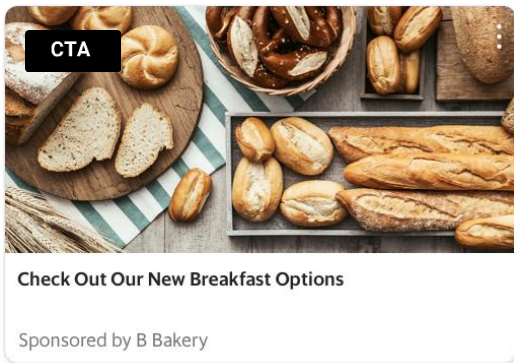


Sample is delivered
along with order

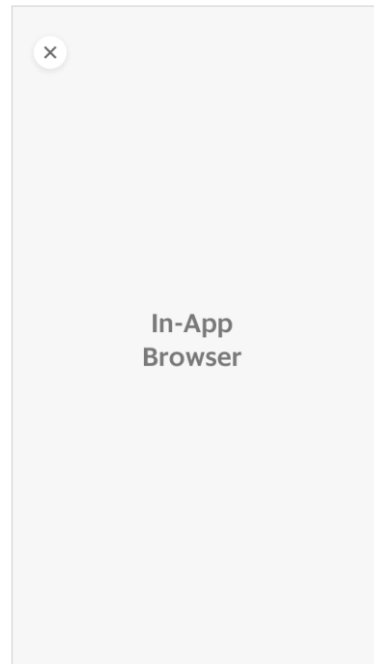


Remarket to users in-app
to run surveys for brand
insights or drive purchase

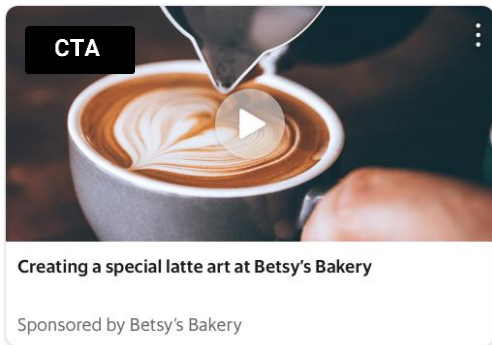
Native Image Ads



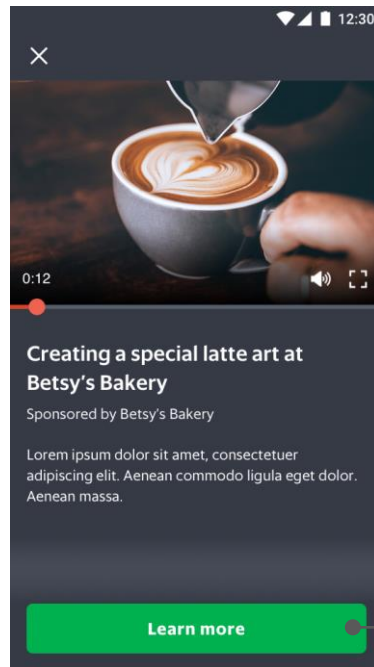
Click to open In-app Browser



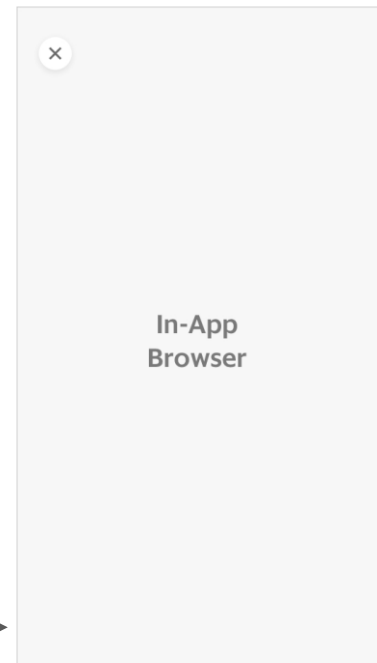
Native Video Ads



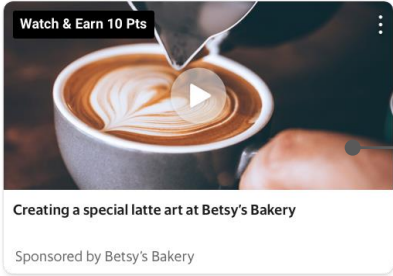
Click to
watch video



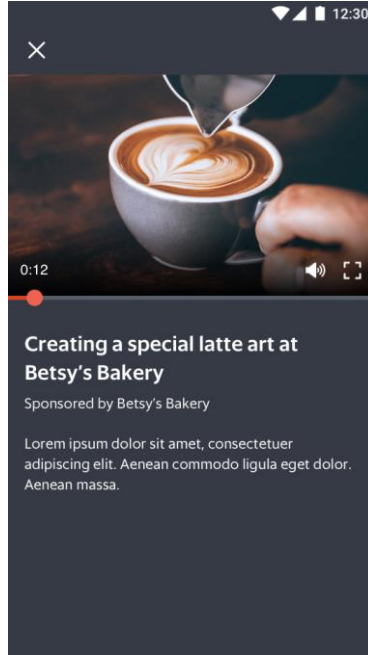
Video page. User can scroll through the page without completion the video



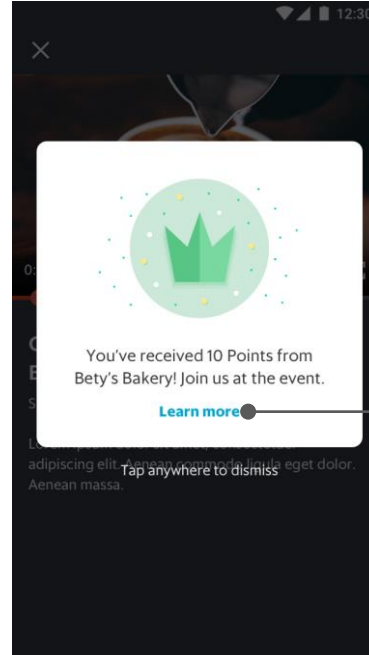
Rewarded Video Ads (Earn Points)



Click to watch video



Video is playing with sound. Focus on completing the video only. User cannot fast forward the video.

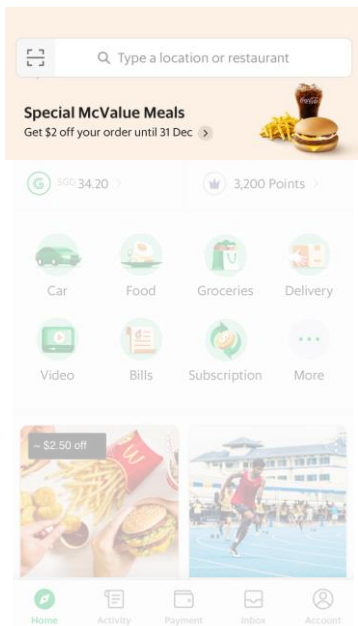


After completed the video. Pop-up shows after your completed the video and received 10 Grab points

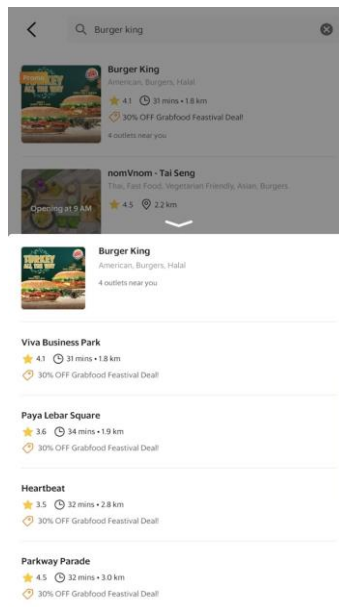


In-app

Integrated Masthead



Click to open In-app Browser



Most prominent position, top of page when users open the app

Maximum exposure

Include a landing page to direct users to a Grab service or details page

In-App Rate Card

MMK 500,000 MOQ**Rate (MMK)****Type****1** Native Image/ GF
Banner/ Intransit Ads**MMK 3,500****CPM**
(Cost per '000 Impressions)**2** Native Video**MMK 4,210****CPM****3** Rewarded Image**MMK 4,210****CPM****4** Rewarded Video**MMK 8,420****CPM****5** Masthead**MMK 2,810,000****Per Day**

Car Wrap Rate Card

Grab Taxi	Value of Purchase (MMK)
3 Months	450,000
6 Months	550,000
6 Months with 2 Times Tax	650,000
8 months	600,000
8 Months with 2 Times Tax (UV)	700,000
12 months	750,000
12 Months with 2 Times Tax	850,000
12 Months with Decal Change	1,100,000

1) Minimum 20 cars

2) All rates subject to GT at prevailing rate

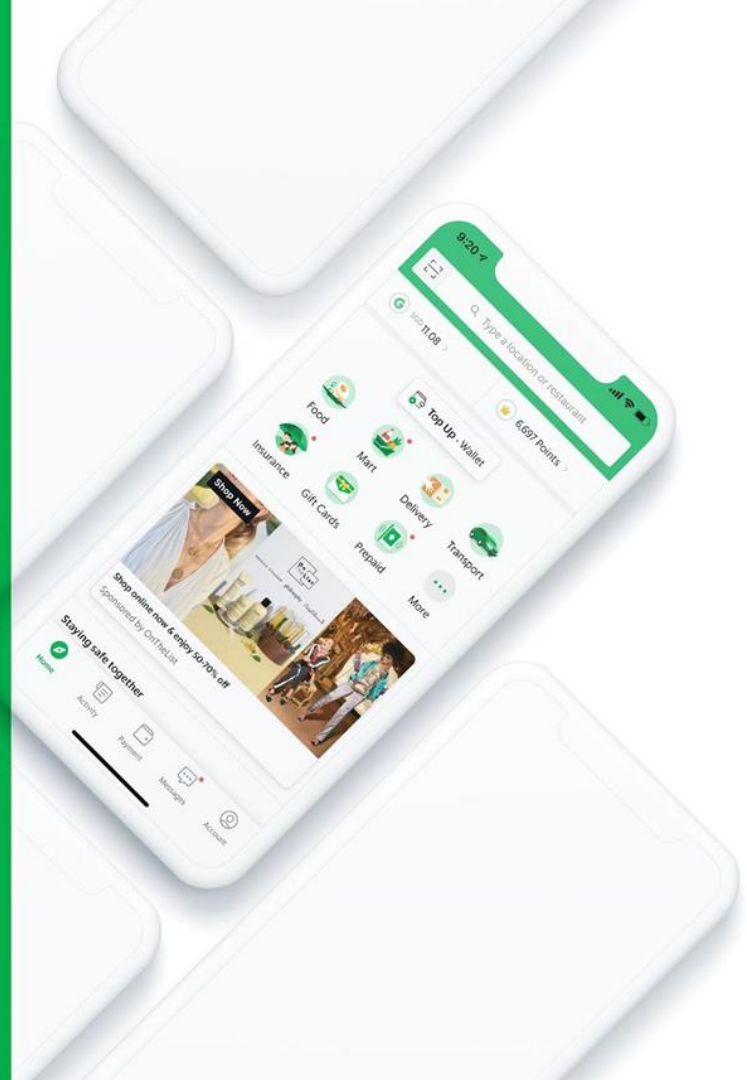
Q3 2020 | GrabAds

Rewarded Lead Ads

Lead Generation made easy for advertisers

Product **arpit.nanda**

Business **giselle.peh, james.sampson**



Product Overview

PRODUCT OVERVIEW

Introducing Rewarded Lead Gen Ad

Lead Generation on Grab allows you to **find people who may be interested in your products** or services and collect information from them, all within the Grab app. Using our new feature, you can **collect contact information** such as name, email address, phone number, and more. You can **include custom questions to help you understand your potential customers** and reach your business objectives.

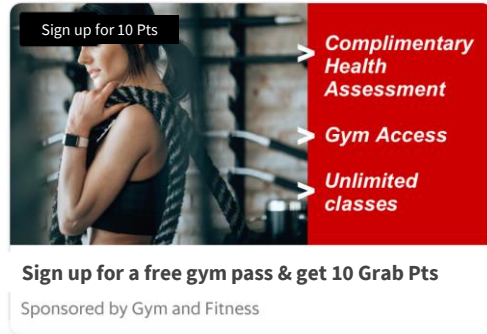
You can use lead generation to:

- Identify potential customers for your business
- Get subscribers for your newsletter
- Encourage downloads of white papers or brochures
- Understand the interests and behaviors of potential clients
- Get sign ups for your events or programs

Rewarded Lead Ads

Rewarded Lead Ads allows you to **find people who may be interested in your products/services** and collect information from them.

You can **collect contact information and include custom questions** to help you understand your potential customers and reach your business objectives.



Sign up for 10 Pts

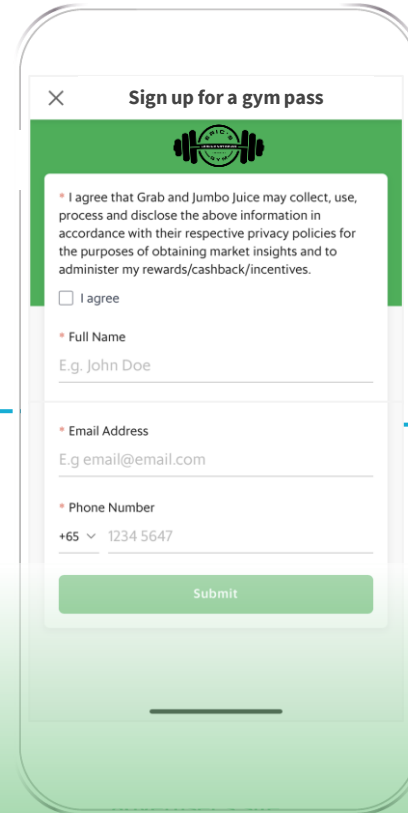
Complimentary Health Assessment

Gym Access

Unlimited classes

Sign up for a free gym pass & get 10 Grab Pts

Sponsored by Gym and Fitness



×

Sign up for a gym pass

I agree that Grab and Jumbo Juice may collect, use, process and disclose the above information in accordance with their respective privacy policies for the purposes of obtaining market insights and to administer my rewards/cashback/incentives.

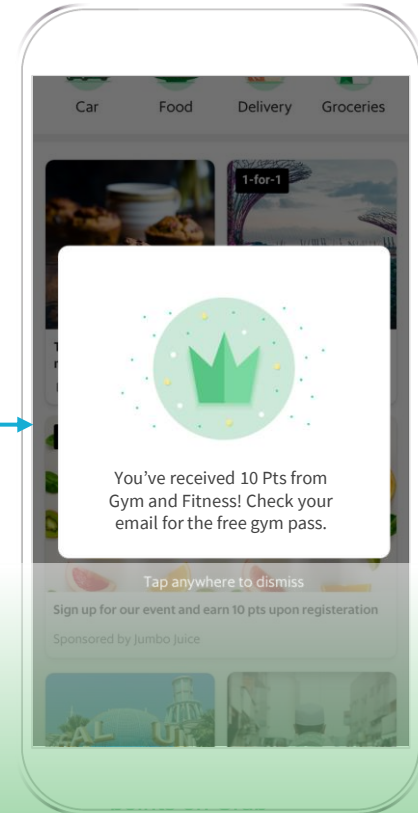
I agree

• Full Name
E.g. John Doe

• Email Address
E.g. email@email.com

• Phone Number
+65 1234 5647

Submit



Car Food Delivery Groceries

1-for-1

You've received 10 Pts from Gym and Fitness! Check your email for the free gym pass.

Tap anywhere to dismiss

Sign up for our event and earn 10 pts upon registration

Sponsored by Jumbo Juice

PRODUCT OVERVIEW

User Journey

Rewarded leads with **10 Grab Points**



Consumer Sees Ad

An ad is shown to consumer on feed.
Consumer will be asked to complete lead gen form.



Consumer Goes to Lead Gen Form

User completes the lead gen form on the Grab app & submits info.



Consumer Uses Points

Points are automatically available to user for usage.

MARKET STRATEGY

What are the user information we can ask for? (PII DATA)

- Name
- Phone Number
- Email
- Age
- Gender
- Street address
- Marital status
- Employment status
- Nationality

MARKET STRATEGY

Pricing

Product	Rate (MMK)	Type
Rewarded Lead Ads	6,250 MMK	CPM

*Minimum investment of 10,000,000MMK

Case Studies



GrabAds



Sunkist “Share Your Smile”

Celebrity Rides and Surprise Gifts through GrabAds

~100 GrabTaxi rides **shared their smiles** with surprise celebrity guests & gifts



Executed full **car wraps** for mass awareness. Celebrated “**Share Your Smile**” campaign with surprise celebrity guests & gifts; a free ride & gift bags.

Covered on social media and gained

100% positive feedback

300K+ video views

1M+ unique users reached





Nestlé BEAR BRAND Car Wraps & in-car sampling

12 mil impressions through GrabAds

Everyday **product sampling** boosted **user-generated posts** on FB.

~**24,000** riders have received the product samples.

Over **300** fans participated in social media campaign in 3 weeks.

Total **50,000** sachets with iron deficiency assessment forms and infographic pamphlets have given away during 6 months.



* Impressions calculated as 20 imp per minute travelled

GrabFood x Cha Thai Partnership Campaign



Objectives: Raise Brand awareness and drive footfall through GrabFood for Cha Thai Drinks

Mechanics: Partnered with GrabFood involved full **car wraps** for the mass awareness partnered with GrabFood

Beauty Product: **SAI Cosmetix**

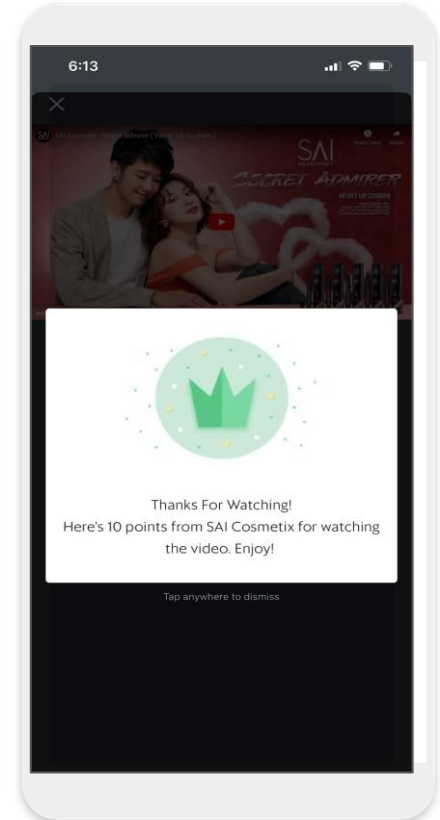
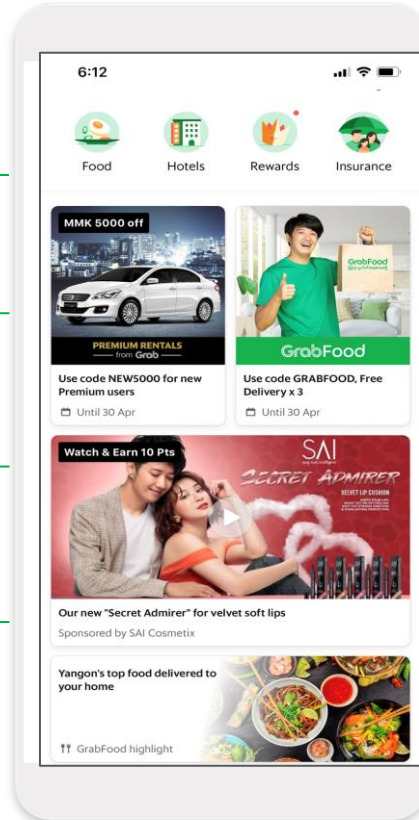
Objective: Raising Brand Awareness & New Product Launch Campaign

Targeting: All of Myanmar

Impressions: 105% KPI

CVR: 81%

Campaign Duration: 10 Days
16 Mar - 25 Mar



FMCG: Lipton Yellow Label

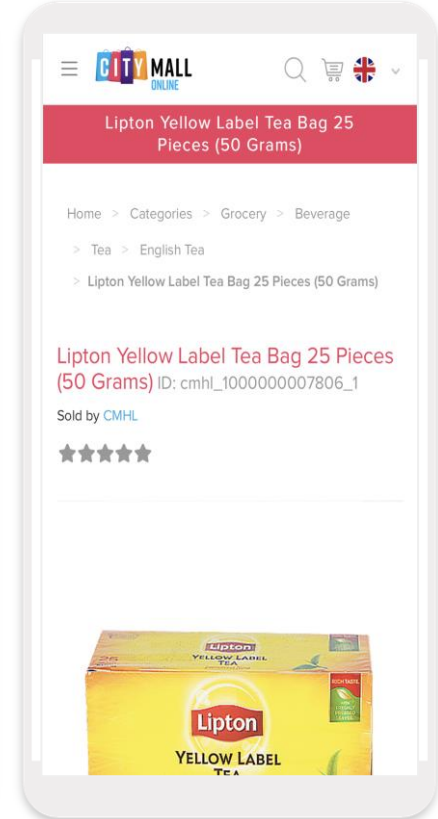
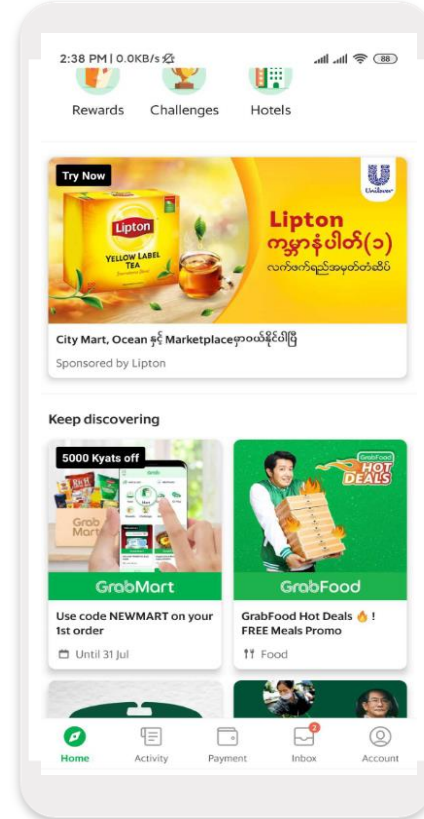
Objective: Raising Brand Awareness & driving traffic to online e-commerce platforms which sell Lipton Yellow Label

Targeting: All of Myanmar

Impressions: 101% KPI

CTR: 0.80%

Campaign Duration: 40 Days
20 May - 30 Jun



Thank You!

GrabAds

