

JAPAN WEEK

Raising awareness for Japan Week
through targeted mobile marketing

fonemedia



AT A GLANCE »



Sector: Public Sector

Objective: Raise awareness of Japan Week, a cultural event hosted across multiple Manchester venues from 4th-9th September 2025

Solution: Mobile-first, geo-targeted display campaign

Outcome:

- 1.81% CTR
- 2,778 clicks in just 6 days
- Event tickets sold out before start date, ensuring mobile played an integral part of the wider media mix for Japan week

THE CHALLENGE & APPROACH »

THE CHALLENGE

Japan Week was a multi-venue cultural celebration across Greater Manchester.

The challenge was to:

- Create widespread awareness in a short timeframe across a diverse audience
- Stand out in a competitive events landscape with multiple activities and events to choose from
- Drive engagement among families, culture enthusiasts, and local resident

Success depended on reaching the right audiences at scale, while highlighting the unique cultural value of the event.

THE APPROACH

- **Interest-based targeting:** Focus on users interested in events, culture, arts & entertainment, family activities, and Manchester attractions to ensure relevance.
- **Mobile-first, hyper-local execution:** Look to deliver high-impact display formats, optimised for smartphones, with precise geo-targeting across Greater Manchester.
- **Strategic keyword and competitor targeting:** Target people searching for "things to do in Manchester," free events, and visiting competitor venue websites to capture in-market audiences.

THE RESULTS »

1.81%

CLICK-THROUGH RATE

Strong engagement demonstrating campaign resonance with target audiences

2,778

TOTAL CLICKS

Delivered in just one week, with 91.8% from smartphones

153,890

IMPRESSIONS

Impressive reach across Greater Manchester in a condensed timeframe

KEY INSIGHTS »

The campaign delivered exceptional performance across multiple dimensions:

53.02% OF CLICKS ATTRIBUTED TO GREATER MANCHESTER

With other popular locations including Salford, Altrincham, Sale & Cheadle Hulme.

PEAK ACTIVITY AT 4PM

Engagement leaned towards later hours, with an afternoon and late evening peak

PREMIUM PLACEMENT

98.4% of ads appeared above the fold, ensuring excellent viewability and engagement.

INTEREST TARGETING: 36.47% OF CLICKS

Users interested in relevant terms, such as free events, activities in Manchester, events, and workshops.



WHY THIS MATTERS »»

This campaign demonstrates how strategic mobile marketing can drive rapid awareness and real-world outcomes for cultural events in a competitive marketplace.

By combining striking creative with effective audience targeting across interest-based, keyword, and competitor strategies, the campaign resonated exceptionally well with Manchester residents and culture enthusiasts. The mobile media campaign played an integral part of a wider media mix which successfully raised awareness to the point where tickets sold out before the event began — cementing mobile marketing's place in successful event promotion strategies.

GET IN TOUCH »

Looking to drive awareness and engagement for your next cultural event or campaign?

Talk to Fonemedia about mobile-first campaigns designed to reach the right audiences at the right time.

PHONE

0113 834 6399

EMAIL

info@fonemedia.co.uk

WEBSITE

fonemedia.co.uk

