

What's Possible Now?

A Well-Known Pizza Brand Amplifies Campaign with Mobile Game Tie-up



Industry: Fast Food

Objective: A well-known pizza brand wanted to reach gamers and tech enthusiasts to drive purchases through their mobile game tie-up pizza offer.

Challenge: Deliver a personalised campaign through programmatic activation on available DOOH screens near the pizza's stores for our clients to reach their target audiences during specific hours for maximum reach.

Solution:

- The campaign ran in two-timeframes for 28 days near the pizza's physical stores
- An optimised campaign plan was built based on screens near their stores, and times when a high density of the target audience was seen around them.
- Creatives get served automatically using our content management software - Moving Audiences Content (MAC).
- Gamers and tech enthusiasts visited the pizza's stores where they learned about the pizza offer and later make a purchase of the product.

Key Result:

- 5.4 M+ impressions
- 1, 300+ in-store visits
- 10% increase in in-store footfalls