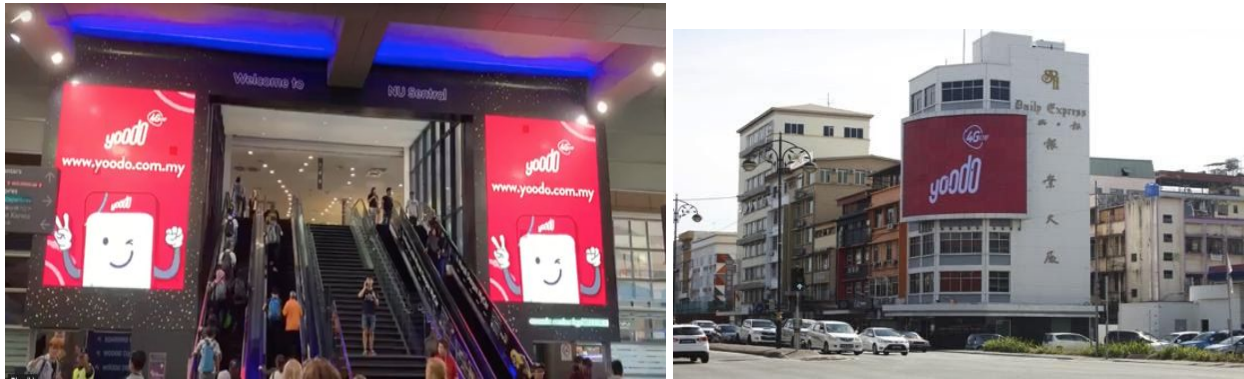


Building a Strong Branding Image to Keep the Audiences Aware



Industry: Telecommunication

Objective: Build awareness of telecommunication brand among tech enthusiasts, music lovers, and gamers.

Challenge: We wanted to complement the digital OOH with an additional layer of digital targeting where the audiences who are potentially exposed to the DOOH ads will be pushed with online or digital ads as well.

Solution:

- The campaign was placed on several billboards for 6 months, covering the side of the roads, in shopping malls and near traffic lights.
- Creatives were scheduled based on audience profiles of the specific billboard site.

Key Result:

- Total Visits: 27,474,617
- Unique Visits: 6,486,640
- Unique Percentage: 23.61%