

# Improving Customer Experiences by Leveraging the OOH Campaign



**Industry:** Banking

**Objective:** A banking brand wanted to reach audiences located within parameters near to their bank outlets.

**Challenge:** Elevating the banking experience with DOOH.

**Solution:**

- The campaign ran for 31 days across 7 locations in Malaysia.
- The unique audience was compared with the country's population and creative was personalised based on the data collected.

**Key Result:**

- Total View: 2, 581,869
- Unique Reach: 356, 776 (13.82%)