

Visualising the Ideal Timeframes for OOH Execution



Industry: Telecommunication

Objective: A communication company wanted to execute a campaign for its introduction of consumer broadband offering.

Challenge: Visualising ideal timeframes for time belted campaigns for each of the locations of deployment.

Solution:

- The telecommunication brand chose to advertise their new consumer broadband offering on DOOH within the busiest location in Kuala Lumpur.
- The ads took advantages of more populated locations and retarget their audiences for a more impactful campaign.

Key Result:

- Total Visits: 2,408,447
- Unique Visit: 1,071,792 (44.5%)
- Total reach (without repeat): 1,071,792