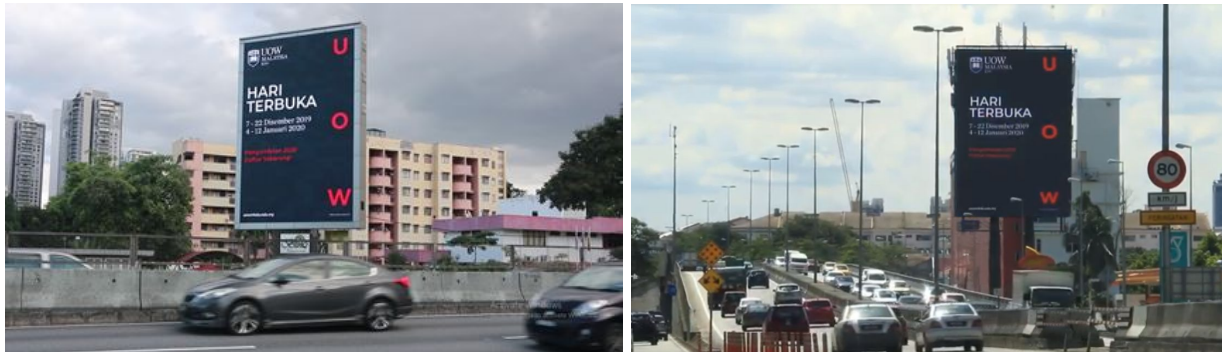


Increase Brand Affinity of the Target Audiences through DOOH.



Industry: Education

Objective: The campaign was run before and during the university's open day to enhance good image of the university.

Challenge: Generating the interest and brand awareness of students and parents about the university.

Solution:

- The campaign was delivered at the right time-belted hours which were identified to be at 12 pm- 3 pm and 5 pm-8 pm.
- Campaigns were executed for 28 days at popular residential areas where the traffic was high.
- The campaign also targeted working areas as parents of high school students will be more exposed to the brand's message.

Key Result:

- Total Views: 424, 009
- Unique Reach: 119, 473
- Unique Percentage: 54.95%