

A Leading Insurance Company Embraces DOOH to Enhance Customer's Registration and Trust



Industry: Insurance

Objective: A leading general insurance company in Malaysia wanted to build trust among their customers and generate awareness of their solutions to the general audiences.

Challenge: Reach a maximum number of audiences to generate both awareness and trust in their solutions.

Solution:

- The campaign was deployed for 43 days on multiple digital screens across Malaysia during time-belt hours.
- We targeted the most populated and working areas to uplift the total reach among working people.

Key Result:

- Total Views: 20, 378, 323
- Unique Reach: 3, 343, 970
- Unique Percentage: 16.40%