

Building a Good Brand Image with DOOH



Industry: Automotive

Objective: A famous car brand wanted to attract the interest of car users to learn more about their newly launched product.

Challenge: Driving awareness and call-to-action behaviours of the audiences to visit the car brand's physical store.

Solution:

- The campaign ran for a whole month across Malaysia.
- The campaign was planned and executed at time-belted hours to build a good brand image to a maximum number of audiences.

Key Result:

- Potential Views: 1, 923, 148
- Unique Reach: 452, 381
- Unique Percentage: 23.52%