

Increase Brand Loyalty through the Innovation of DOOH



Industry: Fast Food

Objective: Introduce the newly released pizzas menu to increase physical store visits.

Challenge: Enhance brand loyalty by promoting innovative pizzas to keep the customers updated with any new products released.

Solution:

- The campaign was strategically executed for 32 days in several most populated locations across Malaysia.
- Selected time-belts were measured to maximise the campaign reach of the targeted audiences.

Key Result:

- Total Potential Views: 7, 607, 108
- Unique Reach: 2, 050, 304
- Unique Percentage: 26.95%