

Introducing Online Food Ordering App Features



Industry: Online Food Ordering

Objective: Encourage the audiences to download the online food ordering app on their mobile devices.

Challenge: Identify the target audiences most frequently visited food franchise and what type of food they most likely ordered.

Solution:

- The campaign was placed for 50 days at “Food and Beverages” areas near to where people visit the most.
- The selected time slots chosen were ideally optimised by reaching 54.9% of the overall total audience who passed designated billboards.

Key Result:

- Total Potential Views: 15, 130, 203
- Unique Reach: 977, 218
- Unique Percentage: 6.46%