

Drives Media Efficiency and Purchase Intent with OOH + Social Media.



Industry: Chocolate & Candy

Objective: A chocolate brand wanted to amplify its branding awareness by using a dynamic DOOH to spark discovery and inspiring calling out behaviour.

Challenge: Create awareness and CTA actions with the help of DOOH and social media.

Solution:

- Dynamic Creatives are automatically being served on selected DOOH screens and will change by pre-set intervals throughout the day and at selected time-belts of the campaign period.
- The inserted FB-filtered photos in the campaign will drive audiences to visit any convenience store to look up for the chocolate's deals and later make a purchase.