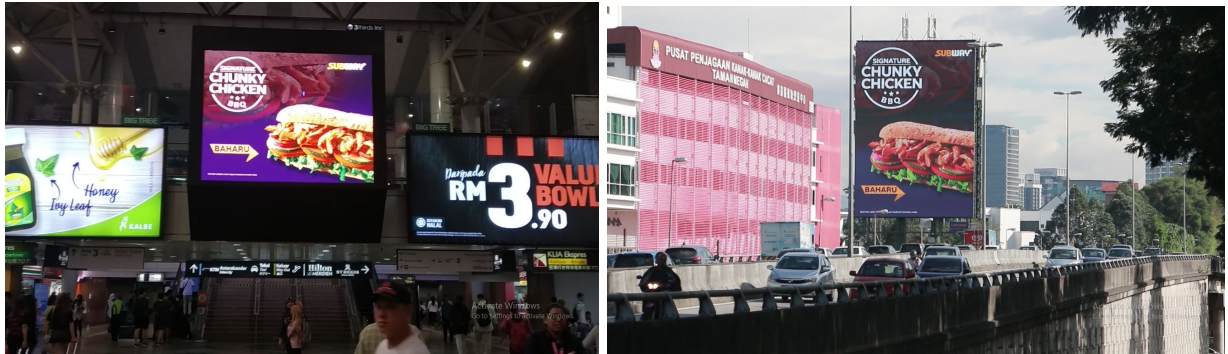


Drives In-Stores Uplift with Proximity Targeting DOOH



Industry: Fast Food/Restaurant

Objective: A well-known fast-food restaurant launched a new product and wanted to create awareness of its new release product in locations near to their store outlets.

Challenge: Create awareness of their newly released menu and drive in-stores uplift in locations near the campaign deployment.

Solution:

- For two months, the time-belted campaign was executed on 28 screens across Malaysia in locations near the restaurant outlets.
- Creatives were complemented by a digital media buy and optimised with the time-belted ad serving to screens with the highest number of target audiences.
- Audiences on time-belted hours will gradually drop by the fast-food physical restaurant to make a purchase as they learn there was a near restaurant to the billboard where the campaign is deployed.

Key Result:

- Potential Views: 2, 458, 486
- Unique Reach: 763, 605
- Unique Percentage: 31.06%