

# Drives Awareness of a Newly Released Product through DOOH



**Industry:** Mobile Telecommunication Service

**Objective:** A leading mobile telecommunication service in Malaysia wanted to maximise their brand awareness of their latest iPhone 11 EasyPhone campaign via digital OOH screens to their target audiences.

**Challenge:** Maximise the total unique reach with optimised media plan of highly targeted DOOH screens selection.

## **Solution:**

- The campaign was executed for 43 days on time-belted to target the right hours to reduce wastage during low target audience footfall hours.
- Creatives were automated through our content management software to enable relevant creative was displayed to the right audience at the right time.
- The target audiences were invited to visit the brand's physical store or search more about the campaign on their mobile phone while they were on-the-go.

## **Key Result:**

Total Potential Views: 197, 684

Unique Reach: 66, 583

Unique Percentage: 33.68%