

# Maximise More Innovative Channels to Run Alongside a DOOH Campaign.



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**Industry:** Furniture

**Objective:** An Indonesian furniture brand looks for more innovative channels to run alongside their digital campaign to reach more consumers on the move.

**Challenge:** The brand wanted to maximise their campaign reach via DOOH with an optimised omnichannel experience.

**Solution:**

- The campaign is run concurrently with their online digital campaign.
- Creatives are automated on selected screens through our content management software to ensure a more personalised campaign is delivered.
- The target audience can visit the furniture's online website or directly go to their physical store to purchase their product.