



Country: The Philippines
Method: Programmatic Digital Out-of-Home

Pizza Brand Expands its Audience Reach & Grows Conversions in the Philippines



OBJECTIVE

A popular Philippine-based pizza chain wanted to raise awareness of its new menu offerings to increase online orders and in-store visits. To maximize the holidays, the brand decided to promote its mix-and-match menu while reminding Philippino's of the flavours they love the most. But how does a pizza brand deliver a targetted campaign that will help it remain top of the mind when it comes to sales?



CAMPAIGN



By activating a guranteed deal through Moving Audiences Xchange, the pizza brand was able to select the inventory which had the highest density of pizza lovers. This ensured that the campaign was seen by the right people at the right times.



DURATION

92 DAYS



LOCATION

2



VIEWS

2,808,731



REACH

142,851



RESULTS

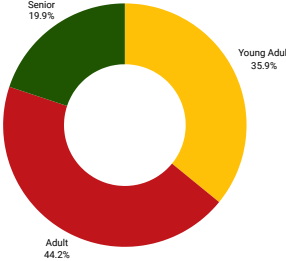
The pizza brand, which is a household name in the Philippines wanted to ensure that their messaging stayed consistent across numerous platforms as well as out-of-home. Hence the campaign for well over three months in just two locations. The locations chosen for the campaign was in close proximity to the touch-points enabling a higher recall of the brand at the outlets nearby. The campaign reached a staggering 2+ million impressions during this period and a unique reach of 100k.



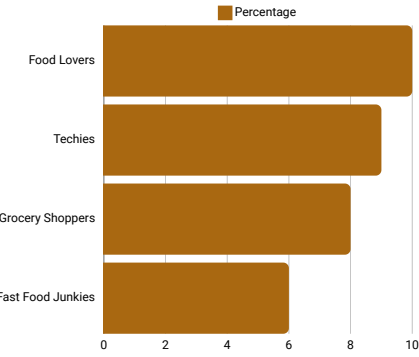
DEMOGRAPHICS



AGE RANGE



PERSONAS



WHERE IS THIS BRAND'S AUDIENCE MOVING?

