

TESTIMONIAL Fidelity



“Digital Out-of-Home was a great way to interact with the audience.”

Digital out-of-home was a great way to interact with the audience. Passerby’s were drawn to the eye-popping colors and intrigued when the ad followed them. Many paused and waved their arms, anxiously waiting to see what more could Fidelity bring them.

Audience

Adults 25-54

Media Mix

Digital Billboards

Market

San Francisco & Chicago Markets

Objective

The investment group used Outdoor to display a few words and images on how they can help retirees enjoy time and family, taking up hobbies and spending time with friends while looking completely worry-free about their finances.

Rationale

With their one-on-one guidance as shown on billboards, retirees could find advice on how to “Do More” with their time than be concerned about their retirement savings.