

# TESTIMONIAL Kanga



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*Throughout the city, digital billboards were used to showcase this upstart app. Teaser spots featuring the app's logo and launch date ran during the days leading up to the event, along with a URL for curious onlookers to search. After the app went live, the creative was modified to include the call to action "Get Your Stuff Delivered," directing consumers to their website where the app is available for download.*

**Audience**

Adults 18+

**Media Mix**

Digital Billboards

**Market**

Atlanta

**Objective**

Kanga wanted everyone to know about their services. Utilizing a colorful creative on digital billboards proved to be the right choice for the new app.

**Rationale**

Vibrant and eye-catching, these ads ran on five of Atlanta's prime digital billboard locations for 12 weeks, creating a fitting campaign for an app designed with simplicity and efficiency in mind.