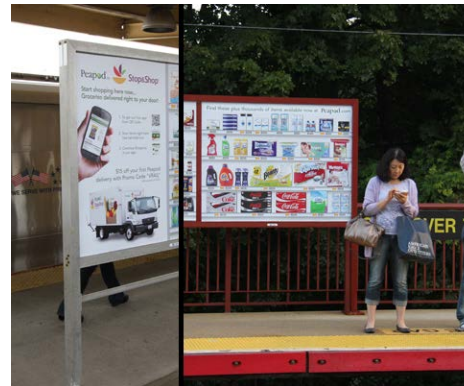


# TESTIMONIAL Peapod.com



**“Outdoor connects companies to their customers”**

*This campaign perfectly illustrates how outdoor advertising beats all other mediums by virtue of its in-the-moment relevancy. While a customer waits for their train, they can spend those few quiet minutes stocking up on the products they need and scheduling a delivery time that works for them.*

## **Audience**

Adults 25-54

## **Media Mix**

Rail Station

## **Market**

New York &  
Chicago Markets

## **Objective**

Utilizing the power of out-of-home advertising, commuters can now do their shopping via their smart phone.

## **Rationale**

By downloading the Peapod app and scanning barcodes of products displayed on the ads, commuters can do their shopping on the go.