

TESTIMONIAL Game Time



“Fantastic...we are building great awareness with this campaign.”

The client was overjoyed with the response to their transit shelter. Their unique campaign integrated social media and out-of-home through a “Selfie” scavenger hunt, rewarding selfies with their ads with free game play. With the increase in their social media stats and brand awareness it was clear that their out-of-home campaign was a success. Game Time’s success demonstrates the strong connection between mobile and outdoor advertising.

Audience

Millenials
Families

Media Mix

Transit Shelters

Market

Miami

Objective

Game Time wanted to increase brand awareness by driving more people to their social media and promote more foot traffic at their location.

Rationale

Given the different mediums to choose from, out-of-home was the clear choice to amplify their Social Media and create something interactive that would grab the attention of potential customers. Transit shelters allowed them to geo-target their prime audience.

KELLI MARKUNAS

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