

Case Study Wonderland

OOH & Mobile

Location-based mobile reinforces an advertiser's OOH message, seamlessly bridging the gap between the physical and virtual world. This amplifies campaign reach and provides additional insights and measurement.

Objective:

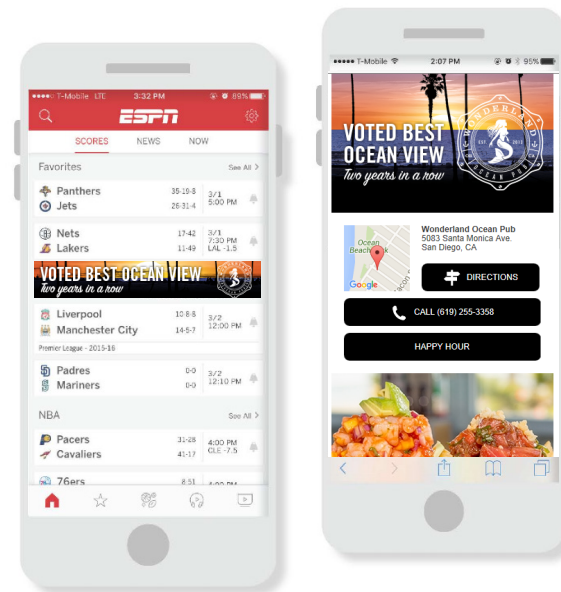
Create awareness for Wonderland location and their Happy Hour deals.

Execution Details:

- Campaign Flight: Mobile & OOH: May 9, 2016 - August, 31 2016 (12 weeks)
- Media buy: Poster and Mobile
- Geofence: 3 mile radius around OOH assets and 3 targeted Zip Codes

Significant Results:

- SAR was optimized for, with 8.98% of consumers completing a secondary action, a 233% lift from the mobile alone benchmark.
- Wonderland's lift in SAR is attributed to the OOH priming effect on mobile engagement.



- Benchmark
- Client

233%
Lift

SAR