

OOH DRIVES BRAND LOYALTY FOR CPG BRAND

OBJECTIVE

Promote new packaging and boost sales for an established CPG brand.

SOLUTION

Reach target audience through prominent **digital roadside displays** throughout the summer.



OOH campaign attracted new customers, garnered **market share from competitors**, and quickly increased sales.

40%

WERE NEW
BRAND BUYERS
AMONG OOH
EXPOSED

20%

MARKET SHARE
STOLEN FROM TOP
COMPETITOR

59%

CONSUMERS
PURCHASED WITHIN
4 WEEKS OF OOH
EXPOSURE