

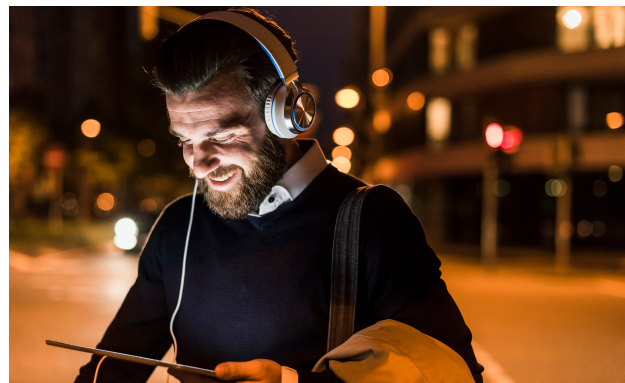
# OOH GENERATES BRAND AWARENESS FOR STREAMING SERVICE

## OBJECTIVE

Raise brand awareness for an emerging, free streaming service.

## SOLUTION

Leverage inventory in high-traffic locations that over-indexes for advertiser's target audience and feature popular titles to build brand image and drive tune-in intent.



The OOH campaign significantly raised brand awareness, boosted tune-in intent and association of popular titles with the new streaming service.

