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.



49%

LIFT IN

UNAIDED TUNE-IN

INTENT AMONG

EXPOSED

AUDIENCES

AVG. LIFT IN
TITLE ASSOCIATION
WITH THE BRAND
AMONG EXPOSED
AUDIENCES