

# OOH DRIVES AWARENESS AND VISITATION FOR FAST CASUAL BRAND

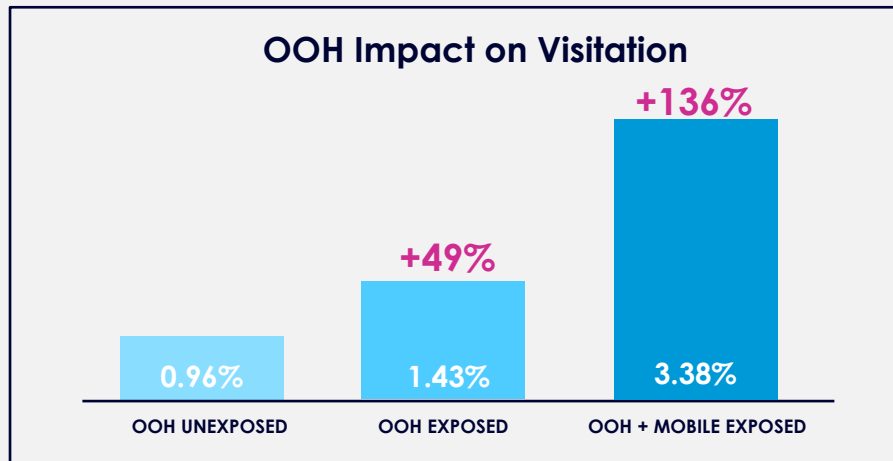


## Objective:

- Drive overall awareness for a Fast-Casual Restaurant brand and its delivery service in key DMAs.

## Solutions:

- Leveraged RADARView and proximity targeting to reach audiences in Dallas, Houston, Miami and Orlando.
- Activated RADARConnect to amplify messaging by re-targeting consumers exposed to OOH living within five miles of restaurant locations.



## Additional Results:



- **+36%** lift in overall brand awareness and **+35%** lift in awareness of delivery service amongst consumers exposed to the OOH ad
- Mobile re-targeting garnered a **0.36% CTR**, nearly **3x** the industry average