OOH DRIVES AWARENESS AND VISITATION FOR FAST CASUAL BRAND



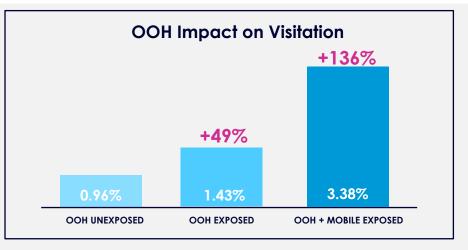


Objective:

 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

Clear Channel Outdoor

Source: CCO RADARConnect results and findings based on analysis of mobile campaign performance metrics; CCO RADAR / Cuebiq, Kantar Milward Brown; September 2019.

