

OOH BOOSTS VIEWING OF ACTION MOVIE PREMIERE



Campaign Objective:

Increase awareness and theater viewing of movie sequel for a popular hero franchise targeting a young adult audience throughout five top U.S. markets.

Solution:

A diverse mix of inventory including Digital Bulletins, Digital Spectaculars, Bulletins, Premiere Panels and Transit Shelters were selected based on their proximity to key neighborhoods and demographic groups. Surveys were then used to identify the specific movie seen and gauge influence amongst consumers exposed to the campaign.

Results



23% lift in viewing of the film in theatres amongst consumers exposed to the OOH campaign, resulting in **530,000 incremental views**



Audiences that had the highest propensity to view the OOH campaign consisted of **Age 18-24, College Educated Males**



Fridays and weekdays from 3pm-6pm showed the highest views as a result of the campaign