



## GOALS

- ▶ Increase viewership of morning news programming
- ▶ Increase mobile app downloads

## HIGHLIGHTS

- ▶ Food sampling vehicle distributed bagged breakfasts in commuter and high footfall areas of Chicago
- ▶ Brand ambassadors encouraged passersby to download the app with NFC and QR code capabilities

## RESULTS

- ▶ 4 mornings of fun
- ▶ 3,200 breakfast bags
- ▶ 688 app engagements
- ▶ 68.8% redemption rate
- ▶ 12,800 lasting impressions

## GET YOUR NEWS & BREAKFAST ON THE GO

What goes best with a dose of morning news? Breakfast, of course! NBC 5 Chicago is now available on the go, so we designed a campaign to target busy commuter areas in the morning and encouraged those hustling by on the way to catch a train to quickly download the app. As a reward, they also received a free bagged breakfast! On-air talent also participated in the activation, giving it even more star-power and attention.

Learn more at [doitoutdoors.com/work/nbc/](http://doitoutdoors.com/work/nbc/)

## ABOUT THE CLIENT

NBC 5 aims to be Chicago's top source for news and information, especially with their early morning programming between 4:30 and 7 a.m. With their mobile app, they serve up hot news, fast. Which aligns precisely with a breakfast campaign.



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