



key messaging for at-risk populations

Alternative OOH and Experiential Allows Narrowcasting for Pharmaceutical Companies

Whether you want to target at-risk populations for a new pharmaceutical drug or make a visible impact near medical offices, an alternative out-of-home or experiential campaign can highly target exactly who needs to see your message. Grab shoppers outside pharmacy retail stores or increase your representative-to-doctor relationships with a unique campaign that delivers results. The pharmaceuticals sector spent a soaring 76 percent more on OOH buys in May 2015 over the previous year (*Standard Media Index*).



Surprise and delight medical office staff with coffee and treats with a jet pack team.

What is True Proximity Targeting?



TPT is our proprietary routing software system that precisely aims your messaging to the exact identified target audience, considering both geography and key demographics.

mobile billboards | field marketing | experiential activations

“Healthcare and pharmaceutical industry companies / brands and their advertising agencies recognize a changing American lifestyle that requires new ways to capture consumers’ attention. This is leading the push towards alternative media and product branding solutions. Pharmaceutical industry spending on out-of-home advertising has steadily increased as many pharma companies have seen the eroding benefits of traditional advertising through print, television and radio.”

// **FLEXcon**



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