



driving foot traffic to retail stores

Hyper-Local Targeting, Exciting Engagements



Among consumers who viewed an OOH ad in the past month:

- 39% visited the retail store advertised
- 29% shopped a sale in-store that same week
- 28% shopped a sale online that same week
- 12% made a smartphone transaction

(Source: OAAA)

If you have a brick and mortar, alternative out of home media formats paired with enthusiastic, professional brand ambassadors is a winning combination for creating excitement around your brand and driving foot traffic into your location. With true proximity targeting, your efforts are highly-focused on the right audience at the right time in the right place! Add in a few personalized experiences, and you'll build a league of loyal shoppers.

- mobile billboards
- brand ambassador teams
- Segway squads
- beacon technology
- experiential marketing
- pop-up retail
- grand opening events
- sign spinners

a sampling of our retail clients



“The team in the field were great to work with, did a nice job representing Walgreens and spread the word about pet prescriptions.”

// **Justin, Walgreens**



To announce a grand opening, Walmart used a brand ambassador team with Segways and jet packs to excite the local market.



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