

- ▶ 3 of 4 alcohol consumers have noticed an OOH ad in the last 30 days
- ▶ Alcohol consumers are 10% more likely to notice an OOH ad than the total population
- ▶ Those who drink at bars and restaurants are 14% more likely to notice OOH ads
- ▶ 46% of alcohol consumers agree that TV ads annoy them – 11% greater than total population

// Simmons/Winter 2016, geopath



# driving a thirst for your beverage brand

## RETARGET THE OOH AUDIENCE

By placing a beacon on our mobile billboard, we can collect device IDs within close proximity to the OOH ad and serve them display ads. Because **48%** of us are more likely to click a mobile ad after seeing the same OOH ad (*source: Ocean & NeuroInsights*), on average, CTR increases by **56%** when you combine OOH with your digital media (*source: Blue Bite*).

## OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ domination programs
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and tailgating opportunities

## Breweries, distilleries, wineries and distributors pour into OOH

Grab consumers' attention on the path-to-purchase – outside bars, clubs, casinos, sporting events or other hot party spots. Depending on your beverage brand's goals and messaging, we can craft a winning campaign with the right out-of-home media formats or experiential activations that will whet a consumer's palette and create brand loyalty every time he or she bellies up to place an order.

a sampling of our alcohol brand clients



## BENEFITS OF MOBILE BILLBOARDS

- ▶ Hyper-local targeting in key markets, around events or near high-traffic areas, hotels and transit locations
- ▶ Brand safety measures taken to stay compliant with message placement, targeting A21+
- ▶ Incredible eye-level visibility
- ▶ Larger-than-life moving canvas grabs attention
- ▶ Ability to offer event coverage where other out-of-home is scarce
- ▶ GPS tracking
- ▶ Professional drivers
- ▶ Top notch operations and safety practices that never leave your brand at risk

