



# your brand sparkles-show it off

## 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 trade show activations

## Excite jewelry consumers

According to The Knot, the average engagement ring cost is \$5,400. 64% of brides are involved with the ring purchase, even though 86% of grooms propose with ring in-hand. And the jewelry purchases don't stop with the ring; 81% of brides purchase jewelry for the wedding party and a third of grooms buy jewelry for the big day, too, including watches and cufflinks. That's just the *wedding* industry; there's Mother's Day, Valentine's Day, birthdays, the end-of-year holiday season and 'just because' reasons to run a polished ad campaign for your jewelry or watch brand. Show off your sparkle with a larger-than-life media format that can target your exact target audiences!

OOH media over-indexes among **25-54 year olds with higher household incomes**. Of consumers who viewed an OOH ad in the past month: **39%** visited the store advertised, **26%** visited the website advertised and **39%** talked about the product advertised.

The jewelry stores industry lost some of its luster during the recession, but there's a rebound in household wealth that will revive demand for high-end jewelry.

// IBISWorld

