



PHARMA CASE STUDY

messaging for at-risk populations

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
 - ▶ physician office experiences
 - ▶ medical conventions and special events
 - ▶ VIP parties for brokers
 - ▶ field marketing teams

Raise awareness, change perception
 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.

Our campaigns can achieve several objectives, including: awareness, education, lead generation, new registrations, increase in app downloads, social engagement, earned media and brand reputation.

Dominate with larger-than-life mobile billboards, pair with mobile advertising and engage with field marketing or experiential programs. An integrated approach with one trusted partner will keep your brand protected and deliver results!

“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.”
 // FLEXcon

What is True Proximity Targeting?



We aim your message to the exact identified target audience, considering both geography and key demographics.

