



promote a special event

To promote A Longwood Christmas, we geofenced specific high traffic locations also being targeted by a mobile billboard. We also collected device IDs within close proximity to retarget the physical mobile billboard audience on their mobile devices.



Is your brand hosting the hottest bash?

When you combine out-of-home with mobile, then add in an energetic brand ambassador team to help spread the word, you've got an effective way to drive ticket sales and registrations!

- ▶ Nearly **2 of 5** learned about an event they were interested in attending from out-of-home media. (Arbitron)
- ▶ **9%** of people who viewed OOH in the past month attended a sporting event, festival, concert, performance or other event advertised. (Nielsen)
- ▶ You can reach **80%** of consumers by OOH media on an average day. (OAAA)
- ▶ Mobile click-through-rates, on average, increase by **56%** when paired with out-of-home media (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

YOUR HAPPENINGS

- ▶ concerts
- ▶ conferences and meetings
- ▶ movie premieres
- ▶ sporting events
- ▶ festivals
- ▶ product launches
- ▶ theater productions
- ▶ comedy shows
- ▶ art or science exhibits
- ▶ brand experiences

