

win TV viewer ratings

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
- ▶ add-to-calendar rich media
- ▶ digital delivery of show trailers
- ▶ field marketing teams
- ▶ experiential activations

Connect with your TV audience – in person!

Out-of-home media has prompted 19% of OOH viewers to watch a TV program they have seen advertised in OOH in the past year.
(*source: Nielsen study*)

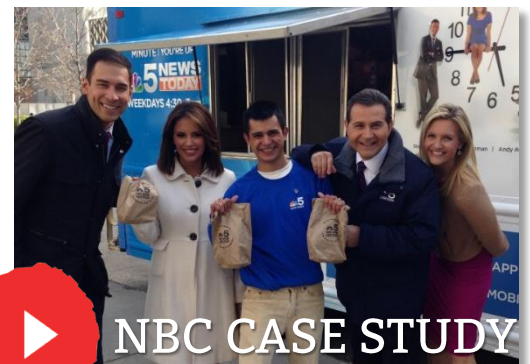
TV Land targeted studios for their upcoming show. Sprout TV targeted family events. Local stations have promoted their news apps and news anchors. And South Park sent us to several iconic locations across the U.S. that had appeared on-screen during the show's 20 seasons, earning **additional media value**. Whatever your show's objective, our targeted media formats offer a solution.

Combining a mobile billboard with an engaging brand ambassador team can generate awareness for your show or station and increase viewership. Pair with mobile digital ads to serve up a show's trailer or promote an add-to-calendar reminder for the premiere date.

Our integrated approach will boost your ratings – and your satisfaction.

"The mobile billboards paired with mobile advertising made a huge impact on our Yolanda Welcome Campaign. I really enjoyed working with the **do it outdoors media** team and look forward to future integrated campaigns with you."

// Larry Watzman, Director of Marketing & Creative Services
WBNS-10TV



NBC CASE STUDY

