



drive heads in beds

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
- ▶ field marketing teams
- ▶ lead generation
- ▶ experiential activations
- ▶ event and trade show activations

Drive Tourism to Your Destination

Create experiences with your media!

For the state of Indiana, we recently targeted the Chicago Blues Festival and Taste of Chicago with both a larger-than-life mobile billboard and complimenting display ads served to nearby smartphones. Plus, an iSquad team personally interacts with event attendees, collects their data for marketing follow-ups and registers them to win a prize getaway.

It's a powerful combination that drives impact – and bookings!

According to Statista, the travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016. Increase your share with alternative advertising that gets results! Ask us for more information, and we're happy to customize a plan for you!

"I've seen the billboard every day, and I decided I *would* rather be trying to catch a fish with my bare hands in a river in Montana!"

// Peter, Minneapolis



Watch what happened when we brought Big Sky Country into a concrete jungle!



Tunica Convention & Visitors Bureau



Experience Olympia



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