



champion of challenger brands

In Your Face Media Options

You're looking to disrupt the marketplace – and steal share from the goliath in your industry. Media formats that are designed to grab attention are exactly what you need. Here's what we can provide:

- ▶ Mobile billboards and mobile billboard domination
- ▶ Brand ambassador teams
- ▶ PhotoMarketing / social media integration
- ▶ Trade shows and conventions
- ▶ PR stunts
- ▶ Unique brand experiences

Combine the Power of OOH + Mobile

OOH is a proven media amplifier, because it extends reach and frequency in integrated campaigns and is the most efficient driver of mobile, social and digital engagement. Let us plan your mobile display advertising in conjunction with your OOH campaign to ensure a continuity of messaging to the same audience(s) in the same market(s). According to Ocean NeuroInsights, **48% of consumers are more likely to engage on mobile after seeing the same OOH ad first. And the click-through-rate, on average, increases by 56% when the digital ad is paired with OOH**, according to Blue Bite. Through specific audience targeting, we can aim your message to exactly the right audience! We can even geoconquest to target your competitor's consumers. So even if you cannot outspend the market leader, you can outsmart them with a strategic location- and audience-based campaign.

“What all marketers can learn from challenger brands is to be hungrier and be willing to take more risks, whether by investing in innovative new technologies or opening their marketing playbooks to more experimentation. In a word? Be fearless.”

// Panos Bethanis,
CEO of Survey.com



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