



# DTC Brands Engage in Real-World

## Direct-to-consumer brands

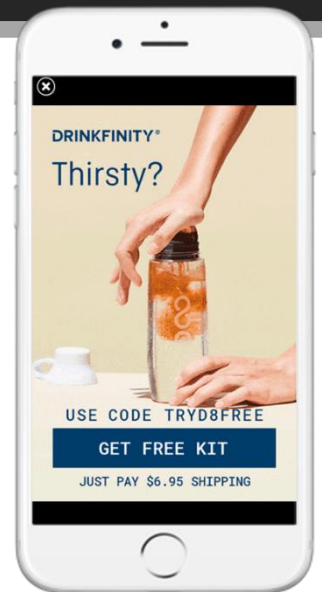
Direct-to-consumer brands, aka DTC or D2C brands, are disrupting longstanding industries with easier purchase cycles and lower consumer prices. A new group of digital native brands are challenging the industry leaders with subscription models and fast delivery services. Yet, they benefit from the credibility of real-world media which helps them raise awareness, reach new consumers and break through the digital clutter.

### INTEGRATED APPROACH

Reach your precise target audience with physical OOH messages and mobile display ads – simultaneously, in real time in strategic locations. Serving mobile ads to the OOH audience boosts CTR.

### OUR CAPABILITIES

- ▶ mobile billboards
- ▶ mobile display ads
- ▶ field marketing teams
- ▶ product sampling
- ▶ brand experiences



### Drinkfinity Campaign:

- ▶ 9 days
- ▶ 10,000 starter kits distributed
- ▶ 9,000 new email addresses
- ▶ +199% branded searches
- ▶ -27% cost per qualified visit
- ▶ +141% qualified visits

