

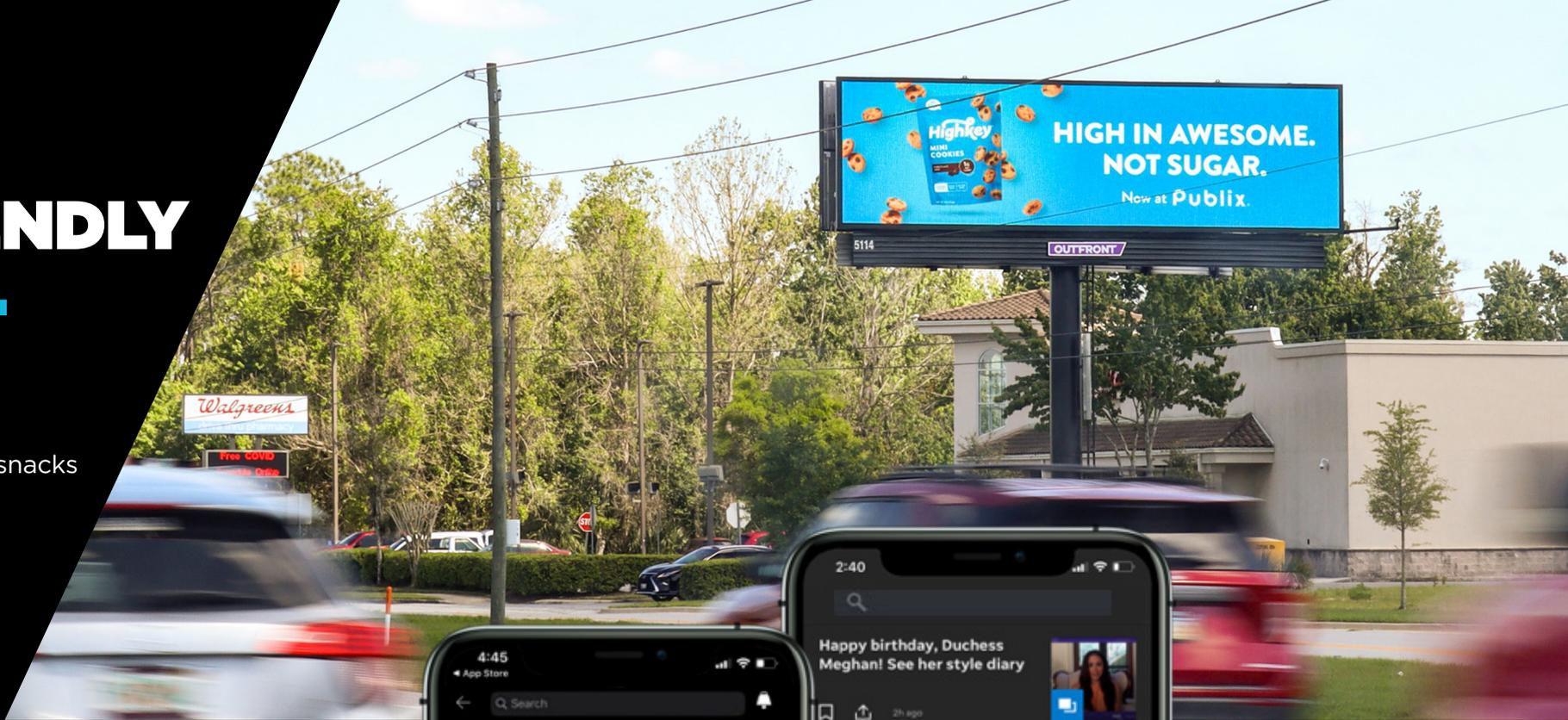
# WE DROVE 1700 + STORE VISITS FOR LOW-SUGAR/ KETO-FRIENDLY SNACK BRAND, HIGHKEY.

## OBJECTIVE

HighKey wanted to drive brand awareness to their low-sugar, low-carb snacks and spotlight the product's availability at Publix grocery stores.

## STRATEGY & TACTICS

- **Strategially Placed OOH + Great Creative:** We selected bulletins in the Orlando and Tampa markets for their proximity to specific Publix grocery stores. HighKey's short and sweet messaging, with clever copy, was a perfect fit for OOH.
- **Proximity:** With our OOH footprint in place, we layered-in Mobile, utilizing Proximity Targeing to reach consumers in the right locations. We geofenced all OOH elements In Orlando and Tampa, as well as specific Publix stores.
- **Campaign Success:** This OOH + Mobile campaign ran for approx one month and drove 1766 store visits.



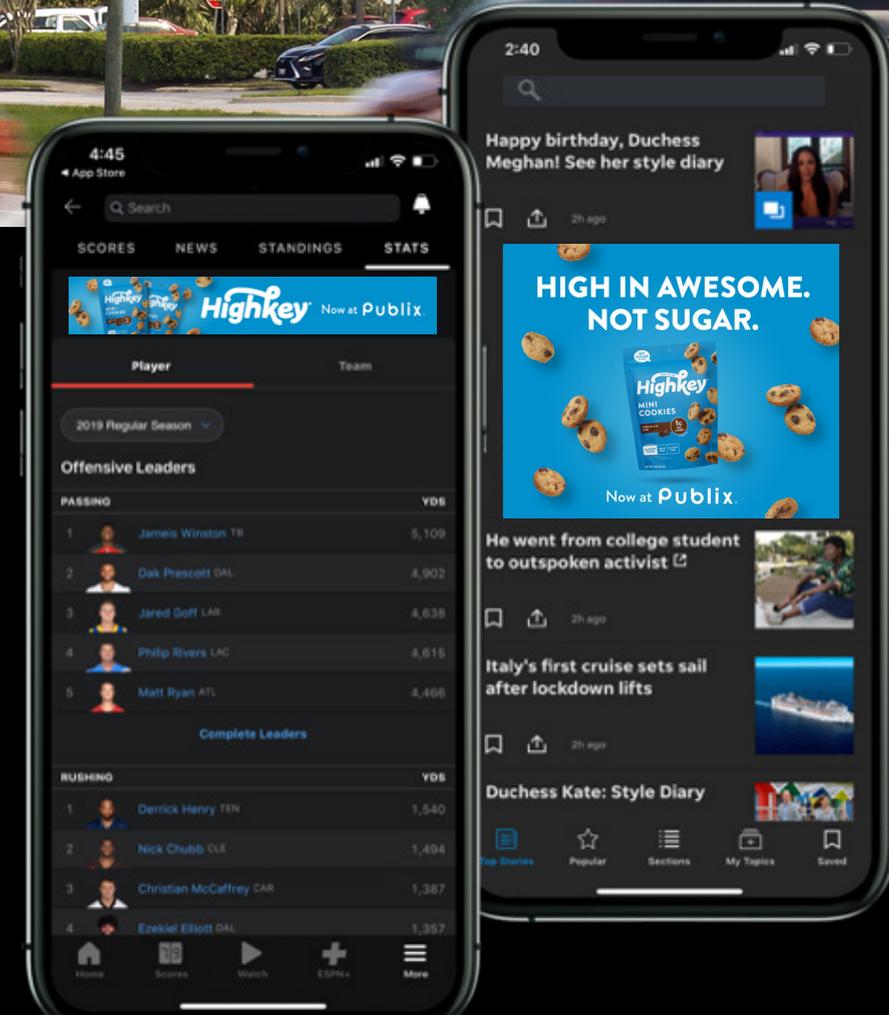
## RESULTS

315K+

IMPRESSIONS DELIVERED

1766

STORE VISITS



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

