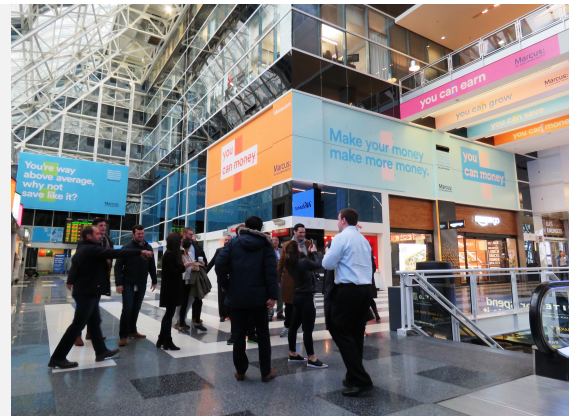
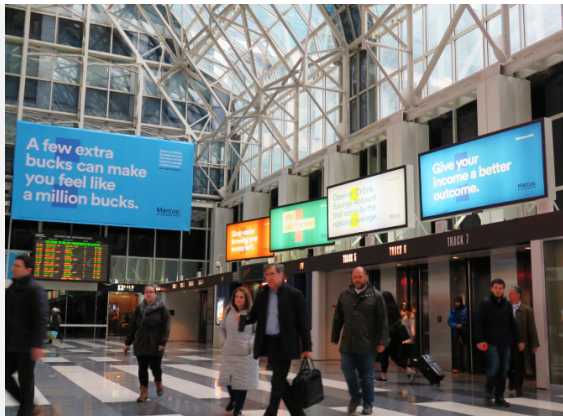


CHICAGO COMMUTER RAIL DRIVES AWARENESS FOR GOLDMAN SACHS

Campaign Objective:

Create brand awareness for Goldman Sachs' first consumer product, Marcus. Target the High HHI, 35-54-year-old target market in Chicago.



Solution:

Utilized RADARView to identify individuals in Executive Management roles within key zip codes. Activated a station domination throughout Chicago's Commuter Rail, capturing key audiences during work and leisure.

Highlights:

- Goldman Sachs dominated on all **106+ displays** at 500 W. Madison/ Ogilvie in Chicago.
- Reached an affluent professional audience over the period of a month, garnering an estimated **40.2MM+ impressions**.
- To capitalize on the success of the campaign, Goldman Sachs has an extension plan for Q3 2019 with CCO.