

OOH DRIVES AWARENESS FOR MOVIE TRAILER LAUNCH

Campaign Objective:

Announce the 100-day countdown and launch of Disney's The Lion King trailer with Digital OOH. Build awareness of the movie release date during commute time and drive consumers to watch the trailer online.



Solution:

Activate a DOOH Roadblock leveraging key locations throughout commuter hubs and along major roadways. Display three consecutive creative messages every 8 minutes throughout the morning drive time on all digital units throughout the market.

Highlights:

- Activated on 1,500+ screens across 27 markets captivating audiences nationally
- 18MM+ impressions delivered across the nation
- The Lion King trailer became Disney's most-watched trailer at 224.6MM+ views within 24 hours¹