

OOH DRIVES VISITS TO FAST CASUAL RESTAURANT

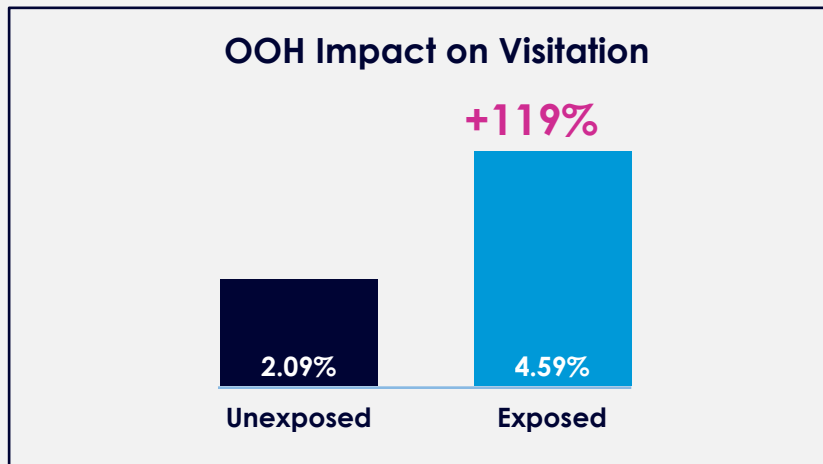


Objective:

- To understand how OOH drives traffic and in-store sales when LA media budgets are shifted from television.

Solutions:

- For maximum reach and market scale, selected high-impact inventory in prime drive-by locations.
- Activated DOOH units to display dynamic content, including weather and daypart messaging – driving enhanced consumer engagement.



Additional Results:



- **70% of** consumers exposed to the OOH campaign **visited a location 5+ miles** from where they saw the OOH ad
- Consumers who saw OOH ad **10+ times visited the fast-casual restaurant more frequently**