

Case Study: POKKA Coffee

Challenge

A data-driven approach to buying Out-of-Home
To achieve the optimum reach to specific audiences

Insight

Key target audience includes café goers, grocery shoppers, PMEBS and youths

Strategy

Determined where the ad message should appear based on the mobility patterns (mobile devices) of the target audience around specific cafes, supermarkets and convenience stores. Ad was then served programmatically on digital Out-of-Home.

Results

The campaign was able to achieve 82% audience concentration consisting students and PMEBS who frequent cafes and grocery buyers



Campaign Reach
3.2 mil



Audience Concentration
82%

