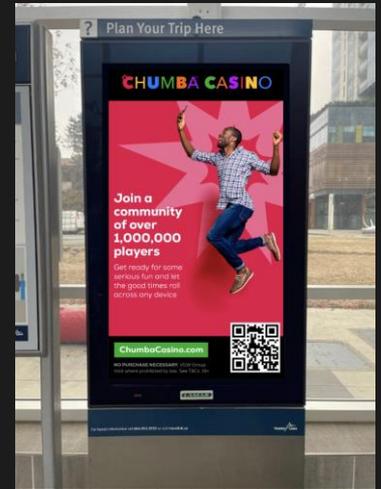


Case Study: Chumba



Case Study: Chumba



TASK

Amplify Chumba's new brand proposition through targeted DOOH and mobile media, aimed at boosting brand favourability and influencing online gaming decisions across key markets.

APPROACH

- Targeting:
 - **Audience:** Engage consumers who've demonstrated industry interest or visited a Casino or other Entertainment venue
 - **Location:** Geo fence priority markets where we have seen the highest performance
 - **Formats:** Focus on high impact billboards in key locations, high traffic transit hubs, entertainment venues, restaurant bars, retail malls, and liquor stores.

CONSIDERATIONS

- **Scalability:** Tap into key markets at scale through approved publishers and provide flexibility to optimize based on location.
- **Cross Screen:** Ability to pass device ID's back for retargeting and cross screen extension.
- **Measurement:** Leverage Mira Web conversion study to track and measure online and App uplift.

RESULTS



12M
IMPRESSIONS



115% NetLift
WEB VISIT



200% NetLift
APP REGISTRATIONS