

Digital Ad Screens



Branded Kiosk



Leading Real Estate client gains **64x ROI on Ad-Spend** using **Digital + Offline Hybrid Campaign**

CAMPAIGN GOAL

To generate leads for Pharande Spaces for its residential project

SOLUTION

AdOnMo set up branded kiosks in societies across Pune to help client generate facetime with potential customers. Additionally, to boost footfall to the kiosk, AdOnMo executed Digital Screens ads for a week announcing the upcoming kiosk activity to the residents of the societies.

TARGET

PUNE

City

20

Societies

200+

Screens



Households: 5000+



Audience: 25-45 Age Group

RESULTS

64x

ROI on Ad-Spend

302+

Qualified Leads

15+

Project Site Visits

₹2.3 CR

Sale in 10 days into campaign

“We started this as an Awareness Campaign, but it turned out be effective lead generation lever which also resulted in conversion into sales”

Tushar Morkhade , Marketing Head at Pharande Spaces