AdOnMo

India’s largest digital screen network

Automobile

CASE STUDY

Automobile Key Goals

Brand KPIs:

- Brand Awareness
- Top of mind recall
- Product Launch Announcement
- Generate Brochure Downloads
- Increase in number of Test Drives
- Boost store footfalls
- Generate Sales

Automobile DOOH Scale

COMMUNITIES
3000+

DAILY IMPRESSIONS
100M+

HOUSEHOLDS
800k+

AUDIENCE
NCCS A1 & A2

Join the Elite Club

over **12+ Automobile** Partners

HYUNDAI · TOYOTA · TATA · HONDA · Jeep · Hero

and many more...

CASE STUDY

GLOBAL LUXURY CAR BRAND

CAMPAIGN OBJECTIVE: Pilot campaign to drive footfall and generate car sales

Secondary KPI: Drive footfall to the nearest dealership

TARGETING:

HYD	10km	500	30
City	Radius	Screens	Flight Days

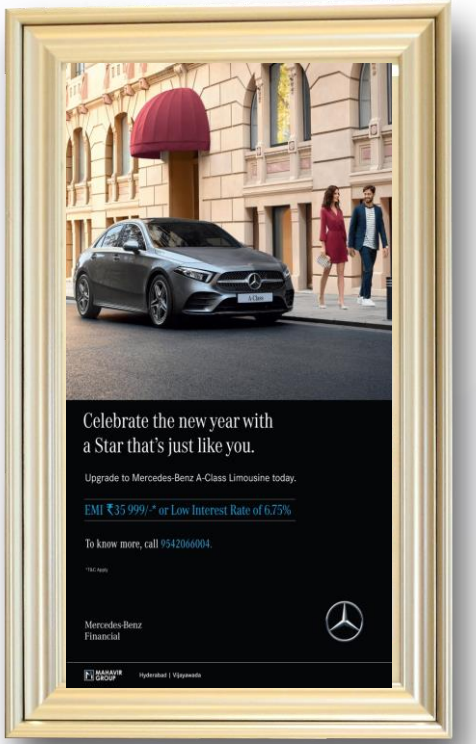
Households: 9,070

Audience: HNI Households

RESULTS

3 car sale during pilot

CURRENT STATE

Client is now active with an annual campaign with 10km radius targeting around dealerships

CREATIVE SAMPLES