

Campaign Stories



CAMPAIGN OBJECTIVE:

Boost volunteer signups for Robin Hood Army

The Robin Hood Army is a volunteer-based NPO that aims to solve world hunger



TARGETING:



AHD
PUN
KOL

City



413

Societies



3500

Screens



13

Flight Days



Households: 125,000



Audience: NCCS A and B

USE CASE

Using **rDOOH** to **drive awareness** of a particular initiative or driving a **social message** across to the masses

RESULTS

- **43% increase** in the number of signups
- Pune experienced a 76% increase in signups translating to **380+ meals** for fellow citizens



Signups
Increase

43%



www.adonmo.com



+91 733 733 733 0