



India's largest digital screen network



LIFT 02





ENTERTAINMENT

CASE STUDY



Entertainment Key Goals

Main KPIs:

- Movie/Series launch announcements
- Increase viewership numbers
- Boost Box Office footfall
- Generate interest and referrals

Key offering:

- Run hyper targeted **campaign blasts** on the weeks leading up and just following the release
- Video promos to drive awareness and generate interest



Entertainment DOOH Scale



COMMUNITIES

3000+



DAILY IMPRESSIONS

100M+



HOUSEHOLDS

800k+



CITIES

13



Blockbuster Movie Release

CAMPAIGN OBJECTIVE: Raise awareness for an upcoming release & build interest

Secondary KPI: Drive footfall to the nearest box office

TARGETING:



HYD

City



City
Wide

Radius



2000

Screens



14

Flight Days



Households: 69,521



Audience: NCCS A Households



RESULTS



Context

Daily Unique Reach: 278k
Total impressions: 10 Million

Client ran a focused blast campaign for the week leading up to movie release and the week right after



We have successfully celebrated

over 20+ releases



and many more...