

Campaign Stories

 CAMPAIGN OBJECTIVE:

Create buzz during IPL matches for a leading restaurant chain

Live score of the match was displayed on our taxi-top inventory, **reposted by ICC**

 TARGETING: **150**

Screens

 **7**

Flight Days

 **HYD**

City

 **5km**

Radius



Reach: 540,000



Audience: Cricket Enthusiasts

USE CASE

Promote your brand basis custom data trigger that resonates with your target audience. Example: Draw cricket enthusiasts to match screening at restaurant.



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