

POLYGON

**A PROGRAMMATIC
SUCCESS STORY**

Automotive Vertical – Footfall Attribution Campaign.



BRIEF RECEIVED

Auto co. aimed to reinvigorate consumer interest and drive increased footfall to their network of dealerships across South Africa across a 3 month period.



CAMPAIGN OBJECTIVES

Drive footfall to dealerships
Increase Brand Awareness
Promote product offerings



TARGET MARKET

Urban commuters and
working professionals
SEM 6-10



ACTIVATION LOCATIONS

GAU | KZN | WC
Key Target Audience Locations
Mall | Roadside | Forecourt

CAMPAIGN BREAKDOWN



349

Digital Screens



5 627 431

Impressions



2 089 757

Ad Plays



R 877 886

Total investment

Numbers That Tell a Story...

IMPRESSIONS OVERVIEW

REGION	IMPRESSIONS	AD PLAYS
Gauteng	2 316 429	640 435
Kwa-Zulu Natal	1 755 799	661 973
Western Cape	1 555 204	787 349
Grand Total	5 627 431	2 089 757





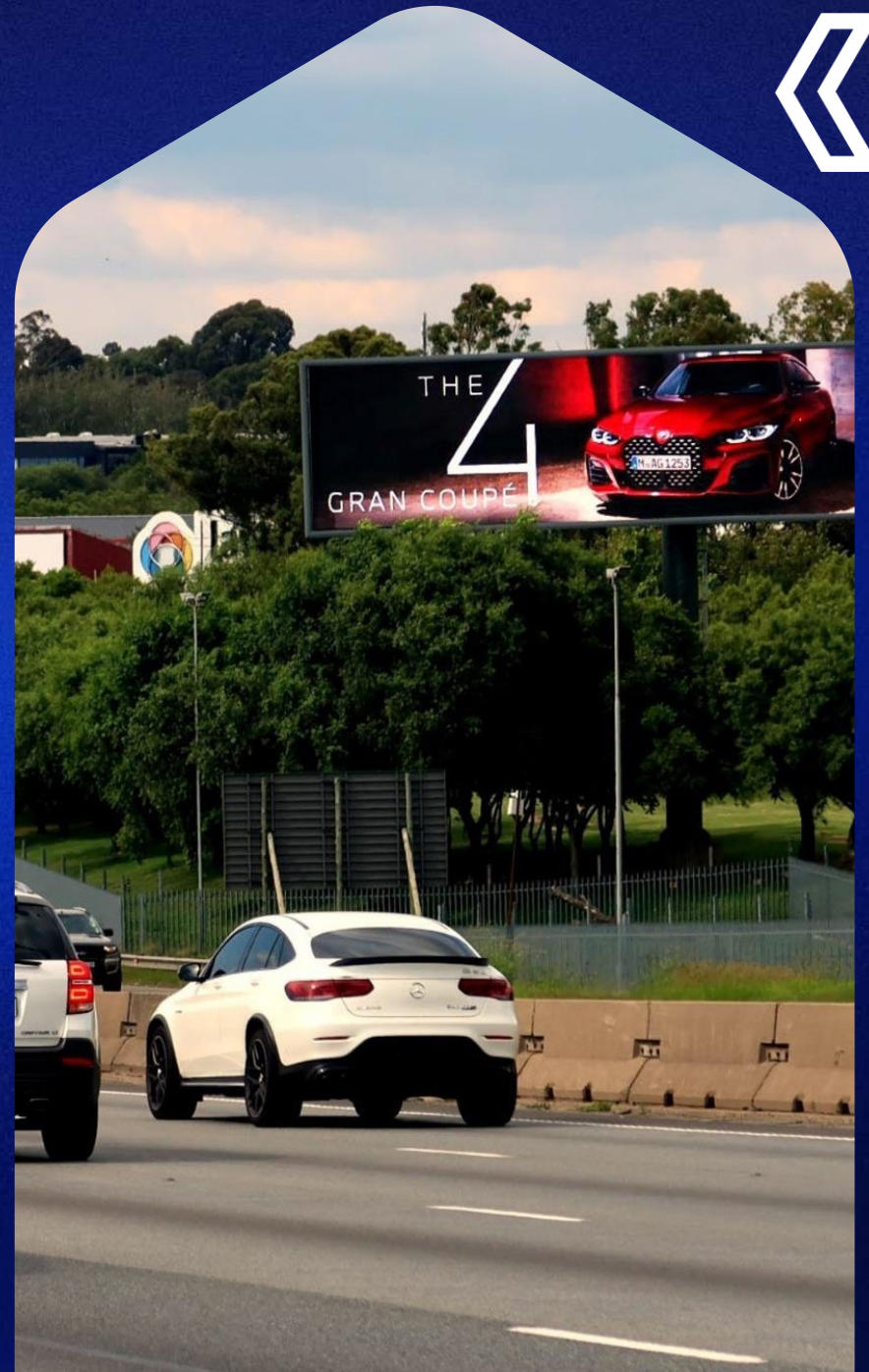
THE RESULTS

Automotive Footfall Attribution Campaign

11,075 Dealership Visits

R 79.31 Cost Per Walk-in

0.2% Attribution %



POLYGON

THANK YOU

Let's Turn Vision Into Impact.

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