



**Market**
New York, NY

**Flight**
Winter 2019

**Targeting**
A18+

**Media**
JFK Airport Advertising



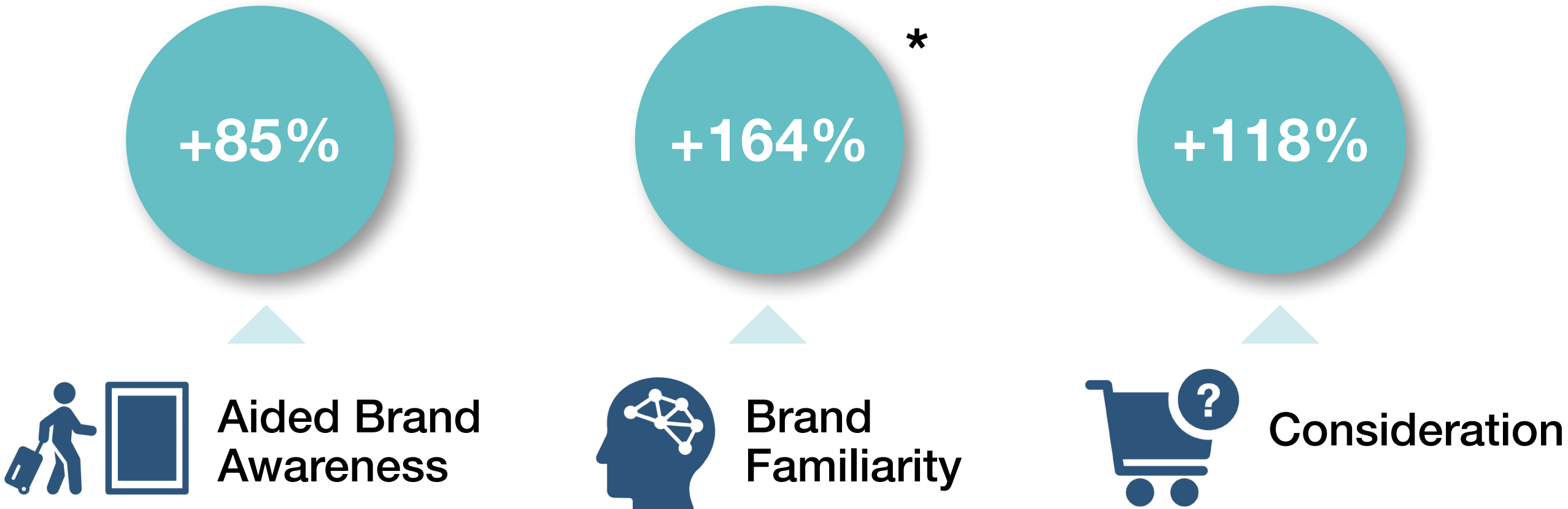
Goal
Drive awareness of City National Bank



Strategy
Mfour's app, Surveys on the Go, tracks user's locations through GPS signals, noting when the member crosses a geofence placed around specified airports and provides them a mobile powered intercept survey



Results:



* in panelists rating City National Bank as Excellent or Very Good