

 **Market**  
New York, NY

 **Flight**  
Spring 2019

 **Targeting**  
A18+

 **Media**  
OOH Street Furniture Placements

- 5th Ave Digital Shelters
- Off-5th Digital Bus Shelters
- Digital Newsstands



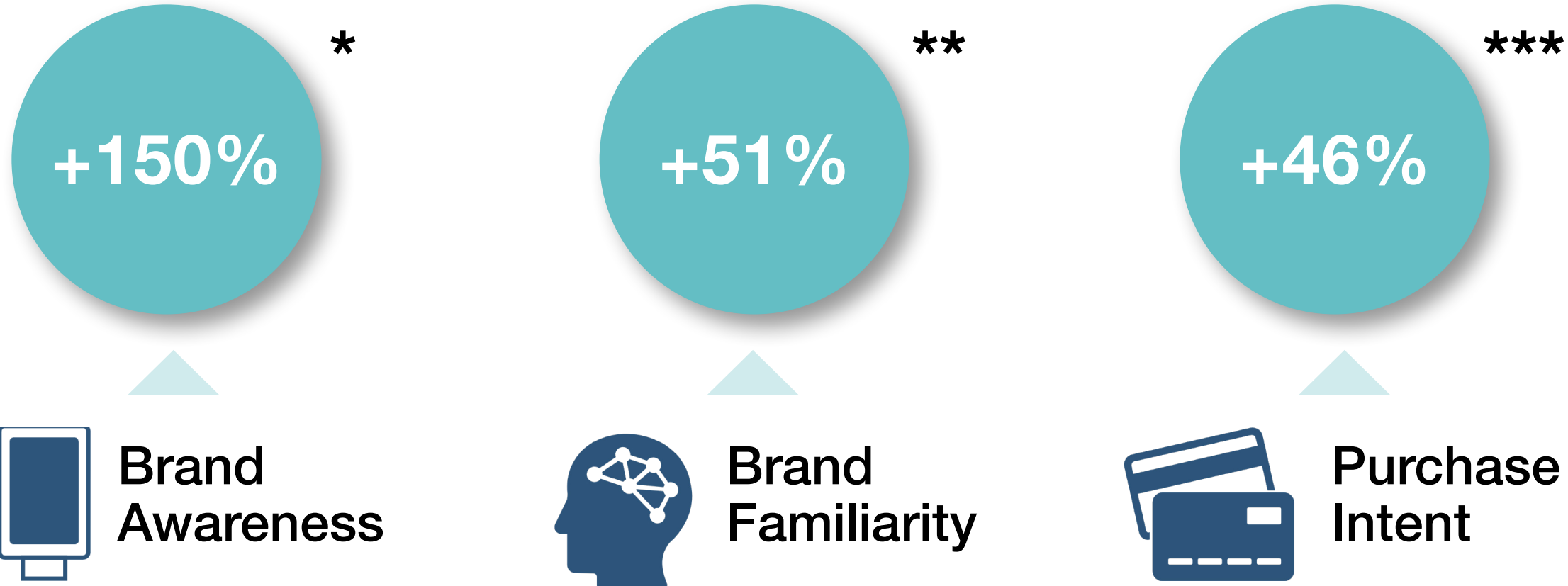
**Goal**  
Measure impact on awareness, consideration and purchase intent for Kate Spade



**Strategy**  
Mfour's app, Surveys on the Go, tracks users locations through GPS signals, noting when the member crosses a geofence placed around specific OOH media and provides them a mobile powered intercept survey



**Results:**



\* in the exposed group compared to the control group  
\*\* in familiarity with Kate Spade  
\*\*\* in purchase intent compared to the unexposed group