


**Market**
New York, NY & Chicago, IL

**Flight**
Winter 2019

**Media**
Digital Bus Shelters & Digital City Information Panels

**Targeting**
A21+



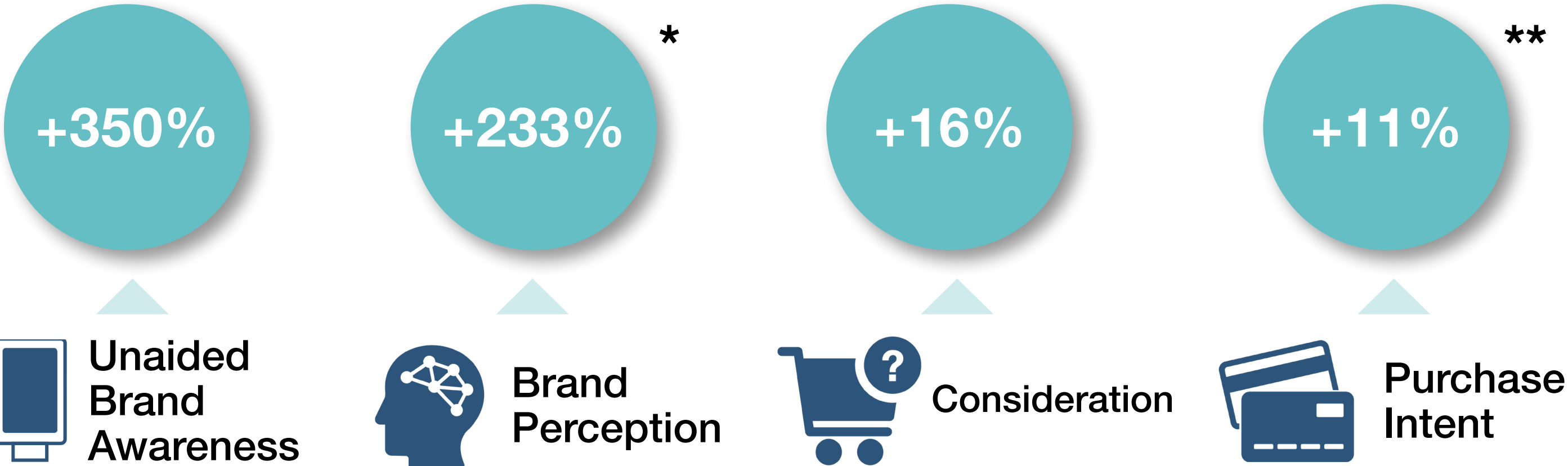
Goal
Drive awareness of
Ketel One Vodka



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 panelists rating Premium Vodka Brand X as their first choice
** in purchase intent at a bar and +13% at a liquor store or supermarket