



Market

New York, NY



Flight

Fall 2018



Targeting

Females A18+



Media

- 40 Bus Shelters
- 15 Newsstands



Goal

Drive awareness of Saks



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:

+73%



Unaided
Brand
Awareness

74%*



Brand
Perception

+144%



Visitation
Intent

* of those exposed describe Luxury Retailer Y as fashion forward, and 69% describe as carrying the latest trends

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