JCDecaux DATA SOLUTIONS **EVALUATE**

SAKS Advertising Effectiveness Study





Market New York, NY

Media

• 40 Bus Shelters

• 15 Newsstands



Flight Fall 2018



Targeting



Females A18+



Goal Drive awareness of Saks

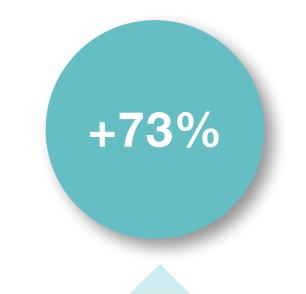


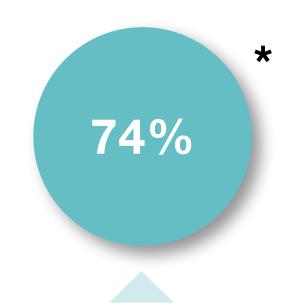
Strategy

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:











Unaided **Brand** Awareness





Powered by: mfour

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