









Flight
Fall 2018





70 OOH Street Furniture Placements



Goal

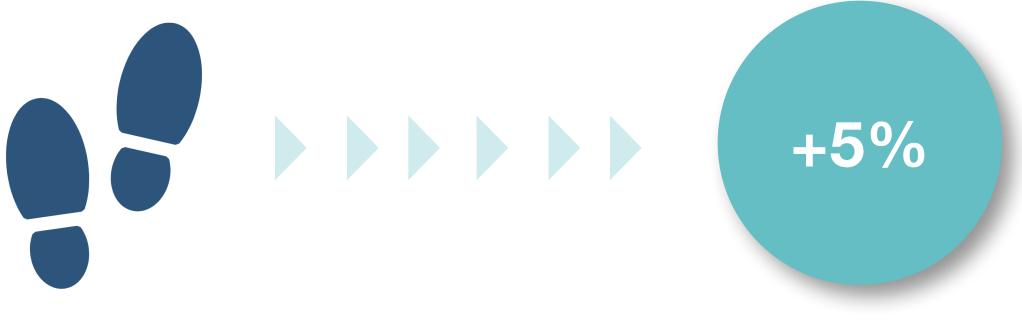
Utilize awareness messaging in OOH media in New York to drive traffic to the Saks location



Sample Size Exposed = 122,094 Control = 121,624



Results:



Visits to Saks Locations

Peak Visitation occurred on Thursdays and in the early afternoon (12PM)

Powered by: ubimo