




 **Market**
Newark Liberty
International Airport

 **Flight**
Summer – Fall 2017

 **Media**
EWR Airport Advertising

 **Targeting**
A18+



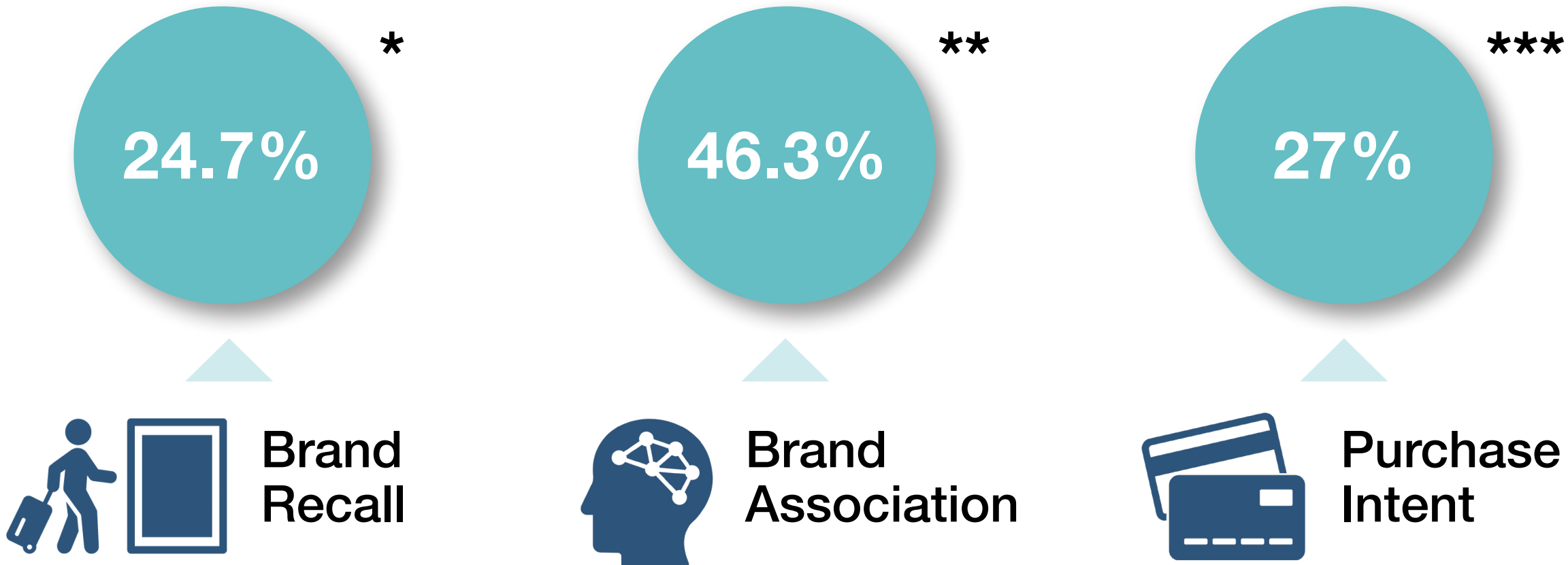
Goal
Drive awareness of Samsung Knox's campaign



Strategy
Utilize Placed digital intercept surveys to gauge brand awareness of Samsung Knox; measuring ad performance as it pertains recall, brand association and intent



Results:



* of all respondents recalled seeing ads about mobile security
** of respondents associated the ads with the correct brand
*** of travelers were interested in learning more about the product

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