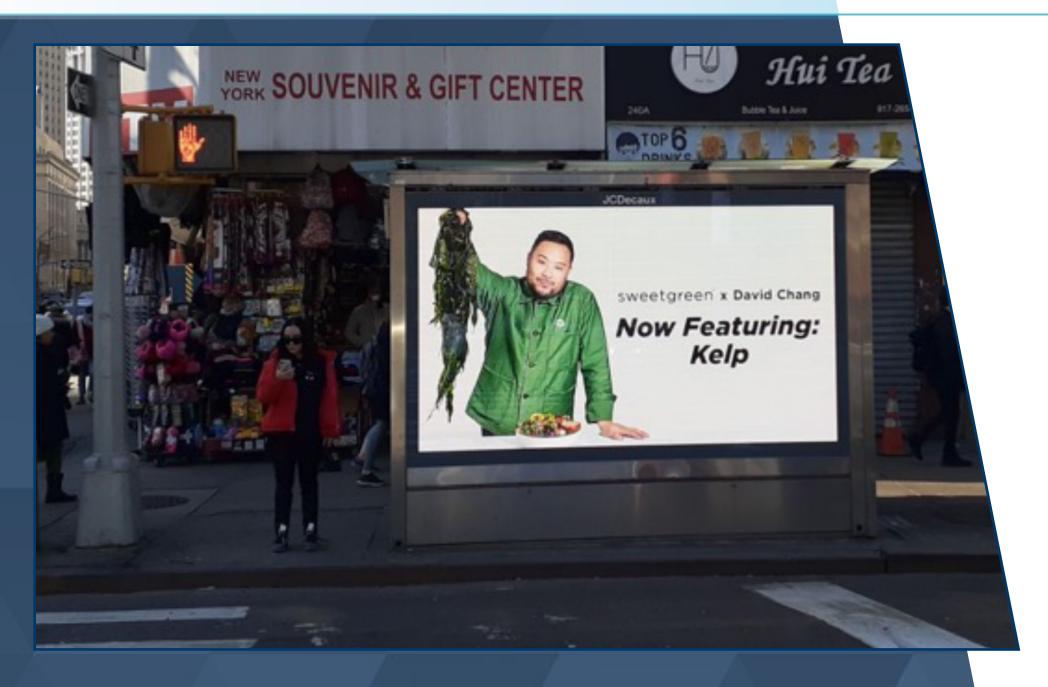
## JCDecaux DATA SOLUT: ONS EVALUATE





Market
New York, NY



Flight
Jan - Feb 2020



Targeting
Sweetgreen
Locations



Media

5 OOH Street Furniture Placements



## Goal

Utilize awareness messaging in OOH media in New York to drive traffic to Sweetgreen locations

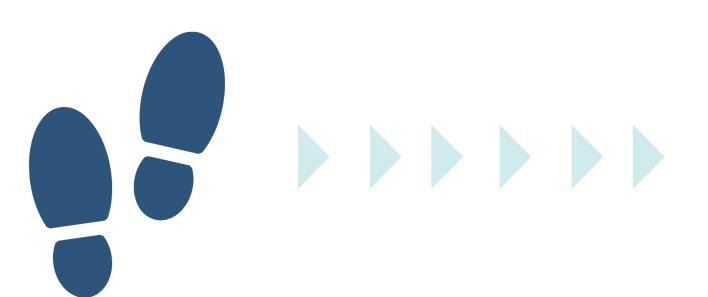


## Sample Size (Devices)

Exposed = 32,505Control = 32,505



## **Results:**



Visits to Sweetgreen Locations



Peak Visitation occurred on Wednesdays and in the early afternoon (12pm)

Powered by: ubimo