

Case Study Nokia



Objective

Nokia, a leading phone and technology company, wanted to drive awareness of their brand near Metro by T-Mobile locations in Los Angeles, New York, Dallas, Houston, Miami, Philadelphia, Atlanta, Chicago, Washington, and Tampa.

Place Exchange was tapped to programmatically deliver ads on a mix of prominently positioned outdoor and place-based DOOH displays to reach the target audience within a 1 mile radius of their store locations.

The brand wanted to see a demonstrated brand lift as a result of the campaign.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach the target audience in specified markets using a variety of premium DOOH formats● Demonstrate brand lift for the Nokia DOOH campaign	<ul style="list-style-type: none">● Maximize impressions delivered within the target markets● Reveal Mobile brand lift study metrics:<ul style="list-style-type: none">○ Brand consideration - <i>"How likely are you to consider purchasing a Nokia device?"</i>○ Brand intent - <i>"The next time you are shopping for a mobile device, do you intend to purchase a Nokia?"</i>	<ul style="list-style-type: none">● Select high-indexing inventory against target area in specified markets via Place Exchange● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners

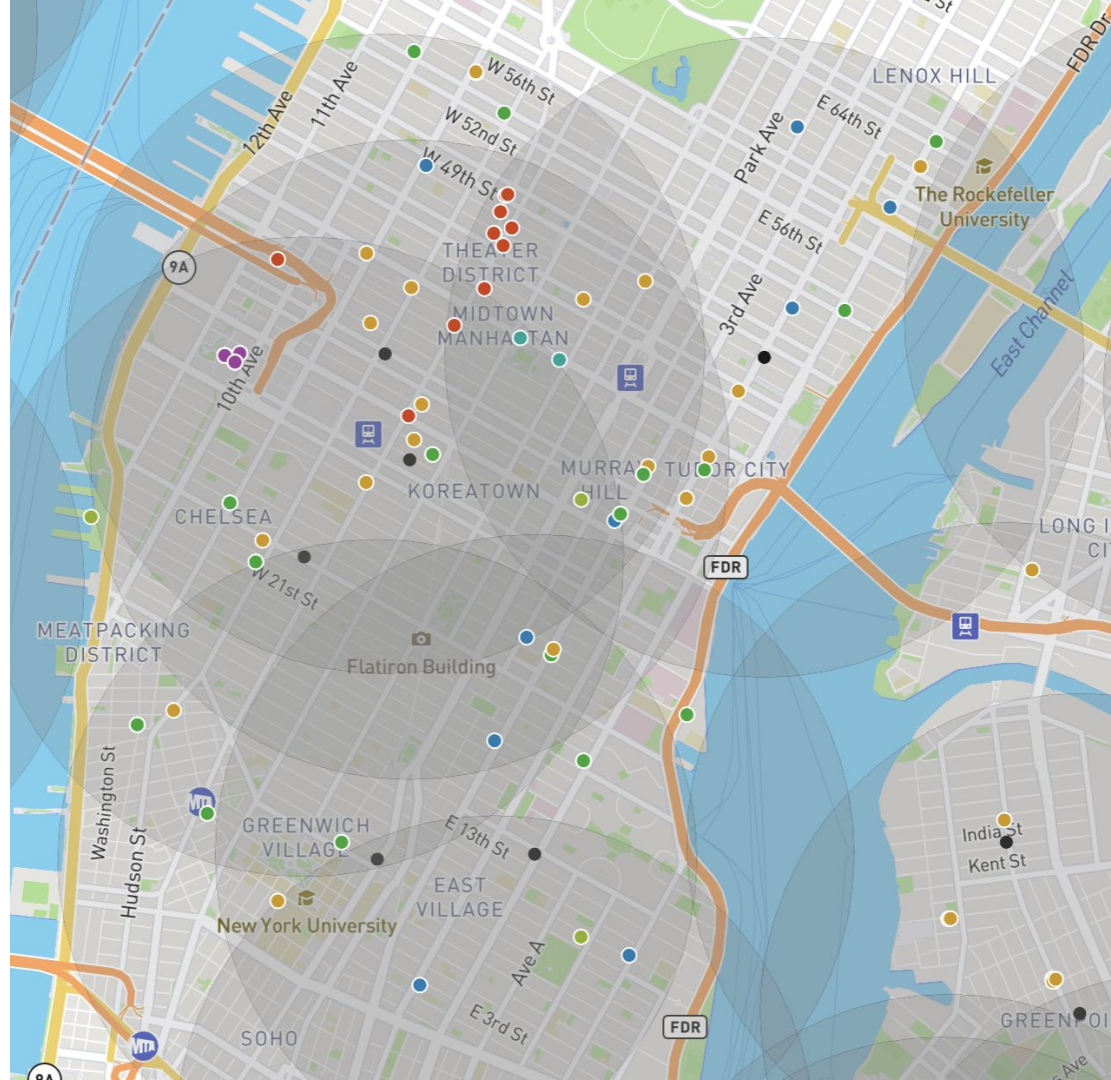
Audience Targeting

Place Exchange identified DOOH displays in the target markets and programmatically delivered the Nokia creatives across a diverse range of inventory.

Map displays a sample of Place Exchange inventory in New York City within a 1 mile of Metro by T-Mobile locations.

Publishers

NRS	●
Grocery TV	●
Screenverse	●
Clear Channel Outdoor	●
Intersection Cities and Transit	●
Lamar	●
Simon	●
Western Union	●
GSTV	●
Other	●
Metro by T-Mobile store locations	●



The campaign ran on high-impact screens in a variety of venues such as street-side outdoor, malls, groceries, pharmacies, and other retail locations.

Pursuant Health



NRS Digital



Simon Malls



Intersection



GroceryTV



Campaign Results

Overview of 50-day flight :

23 million

total impressions delivered by
Place Exchange to consumers in
target markets

Brand study results, demonstrate brand lift across
recorded metrics:

Measured by **REVEAL MOBILE™**

24%

increase in brand consideration

*"How likely are you to consider purchasing a
Nokia device?"*

68%

increase in brand intent

*"The next time you are shopping for a mobile
device, do you intend to purchase a Nokia?"*

103%

increase in intent to purchase
(within six months)

*"How likely are you to purchase a Nokia
device in the next six months?"*

Unlock the real power of OOH

sales@placeexchange.com

