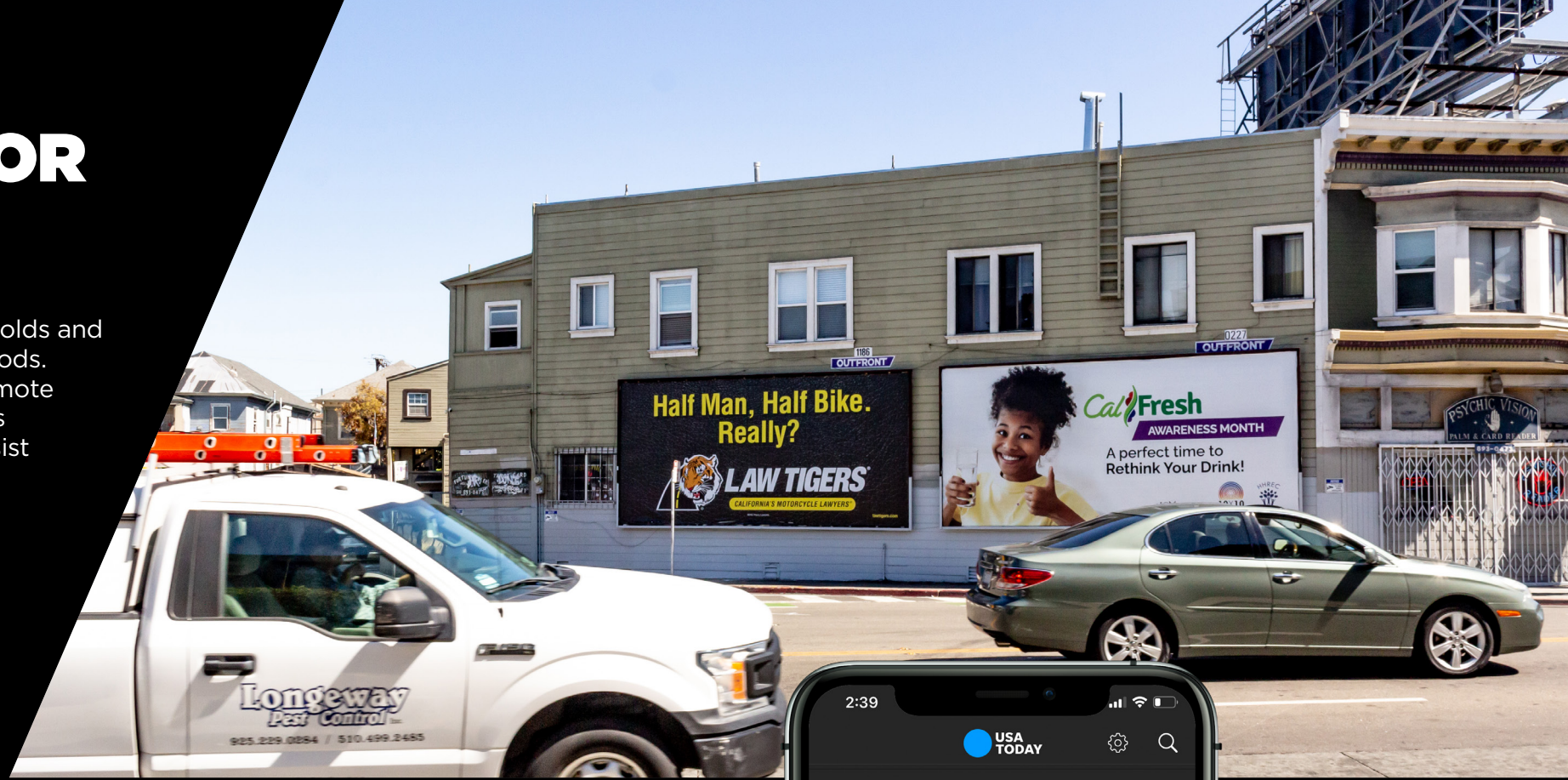


# WE DROVE OVER 163K+ MOBILE IMPRESSIONS FOR CALFRESH

CalFresh helps improve the health and well-being of qualified households and individuals by providing improved access to healthy and nutritious foods. This client paired mobile proximity targeting with OOH assets to promote CalFresh Awareness Month to Oakland residents. CalFresh Awareness Month started in May of 2011 to raise awareness, dispel myths and assist qualifying California residents with CalFresh applications.

## STRATEGY & TACTICS

- **Strategic Placement:** To advertise the program, CalFresh utilized four posters that were strategically located throughout the Oakland area near high traffic & popular local touchpoints.
- **Proximity Targeting:** Cal Fresh utilized mobile proximity targeting by setting a 5-mile geofence radius around their OOH assets for added reinforcement and awareness.
- **Captivating Creative:** This clear and impactful creative was presented in two languages (English and Spanish) and utilized a variety of banner sizes to appeal to a wider audience.
- **Web Linked Banner Ad:** Linked to their website with more information on the eligibility requirements and benefits of CalFresh.



## RESULTS

**163,779**

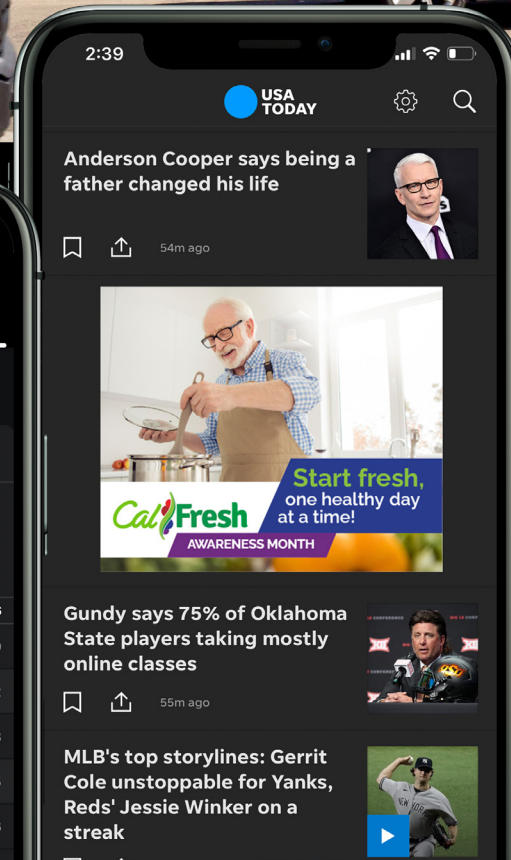
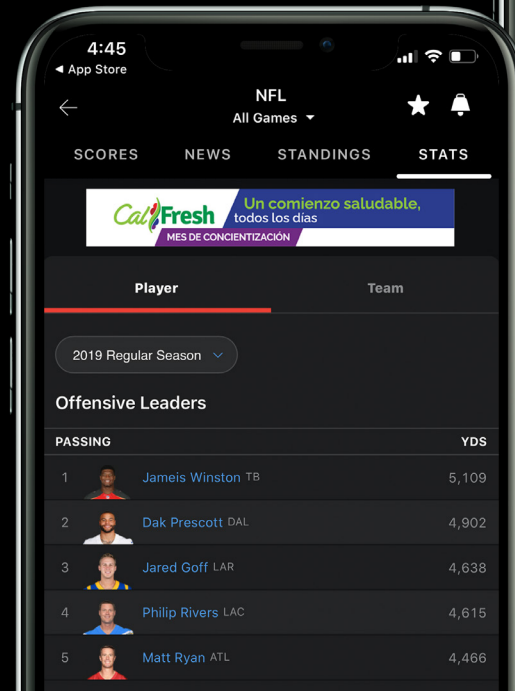
DELIVERED IMPRESSIONS

**299**

CLICKS

**.18%**

CLICK THROUGH RATE



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

**OUTFRONT**