

WE REACHED THE FEDERAL GOVERNMENT AND INCREASED BRAND AWARENESS FOR KPMG

KPMG Federal Advisory needed to create brand awareness around the advisory services they provided to the Government. The challenge was that they were known as Auditors and not for their technology services. Utilizing OOH and mobile, KPMG began a 3-year program to become known as a technology provider.

STRATEGY & TACTICS

- **Strategically Placed:** a targeted layered approach of Exterior Bus, Digital Liveboards, Bike Share and Mobile was utilized over 4-months to saturate the marketplace.
- **Target Audience:** KPMG Federal Advisory was targeting specific government agencies in DC for general awareness of services in the Defense and Federal Healthcare sectors.
- **Annual Strategy:** a 3-year strategy is in place to reach the client and market with OOH on an annual basis in Washington DC with evolving messaging.
- **Proximity Targeting:** KPMG utilized mobile geofencing across multiple states to expand their awareness to the satellite agencies and military installations in key areas. They also geofenced key areas across the DC Metro Area during their OOH campaign to amplify and increase targeting.



SOURCE: KPMG FEDERAL ADVISORY TEAM



OUTFRONT

RESULTS

2.8M

IMPRESSIONS

7.5K

CLICKS

.27%

CLICK THROUGH RATE

