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**FEEL THE REAL**

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## FEEL THE REAL – CAMPAIGN GOALS

In an era of record setting digital media spend and fraud:

- Target media, advertising and marketing professionals to show OOH can help solve digital advertising problems by **accelerating digital, social and mobile** engagement
- Quantify the results on how **OOH makes digital real**



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## FEEL THE **REAL** – CAMPAIGN LAUNCH

Campaign launched at Advertising Week NYC in September:

- Targeted advertising professionals in **20 markets**
- Placements totaled over **1,400 OOH Feel the Real ads**
- Featured **280 executions** that directed people to Feel the Real.org – many personalized to agencies and individuals
- Ads included **secret messages** in the binary code

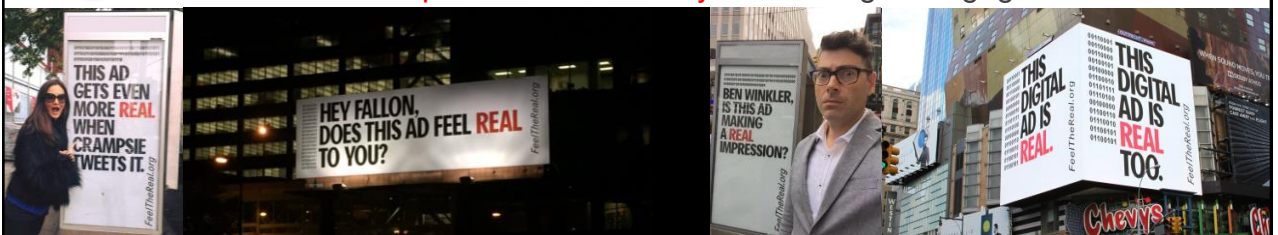


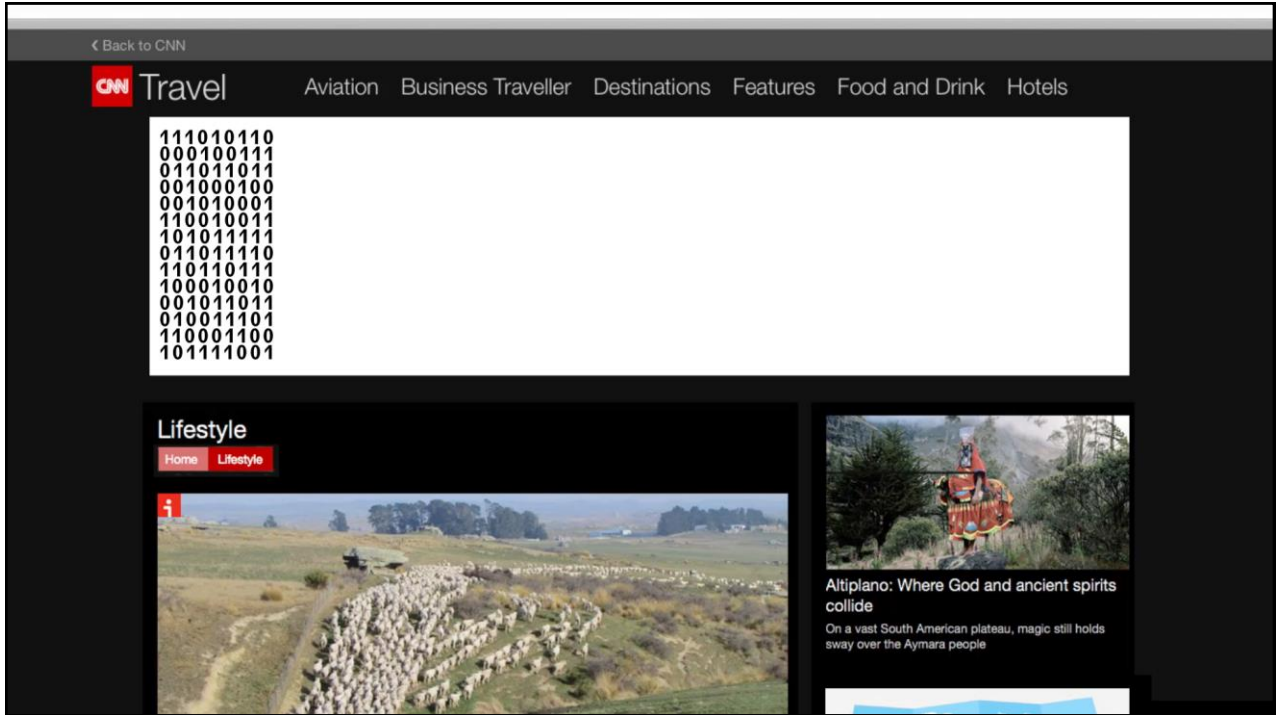
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## FEEL THE **REAL** – FALL CAMPAIGN

Campaign ran for six-weeks thru early November:

- **Earned media totaled \$2.2 million** in the first week alone with stories appearing in *The Wall Street Journal*, *Ad Age*, *Creativity* and more
- The website educated visitors about **digital's reality problem**: ad blocking, bot traffic, and non-viewability
- Website visitations **proved OOH's ability** to drive digital engagement





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## FEEL THE **REAL** CAMPAIGN RESULTS

Results announced at 4A's Transformation Conference

- 30,000 **unique website visitors** in six weeks
- 40% were the **targeted media and ad professionals**
- 74% visited **through a mobile device**
- OOH **spend was up 6.4%** during the campaign's 2-month span



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# FEEL THE REAL - BUDGET

A combination of hard costs and donations:

- \$600,000 in **hard costs** including creative, production, website, video, and collateral
- \$2 million in **donated media space** from member OOH media companies



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# FEEL THE REAL – FOR YOU

Please visit [FeelTheReal.org](http://FeelTheReal.org)

