



DIGITAL+ CAMPAIGN

For an enterprise, who wishes to also target their segment in social media. The video will be shared in our social media channels of combined 100 000 followers. Every week the video will be shared to one facebook group.

Objective: to distribute the message via multichannel approach

Public: ~316 000 commuters and social media followers

Suggested period: minimum of 2 weeks



EXCLUSIVE CAMPAIGN

For a very active campaign in a short period: suitable if budget is not a constraint.

Objective: informing or sales promotion in a short time period

Public: ~210 000 commuters, 6x reps per viewer in average

Suggested period: minimum of 1 week



SALES PROMOTION CAMPAIGN

Sales promotion or a certain offer oriented campaign repetitions. Sufficient repetitions to influence buying behaviour in a given time frame.

Objective: influencing buying behaviour

Public: ~231 000 commuters, 8x reps per viewer in average

Suggested period: minimum of 2 weeks



INFORMING CAMPAIGN

Meant for introducing new services or products; for informing the public. Raises the recognition of your brand, product or enterprise.

Objective: to familiarize the public with the brand/product pre-sales promotion

Public: ~253 000 commuters, 7x reps per viewer in average

Suggested period: optimally 3 weeks



SUPPORTING CAMPAIGN

A solution for getting brand recognition or reminding it during a longer period. Also used to support larger omnichannel, TV and OOH campaigns with reps.

Objective: keep your message in the picture in a longer time period

Public: ~275 000 commuters, 3x reps per viewer in average

Suggested period: minimum of 4 weeks