



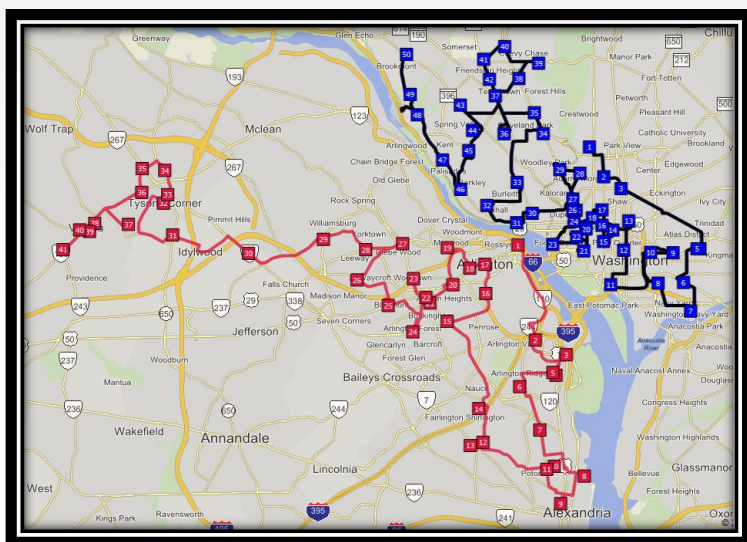
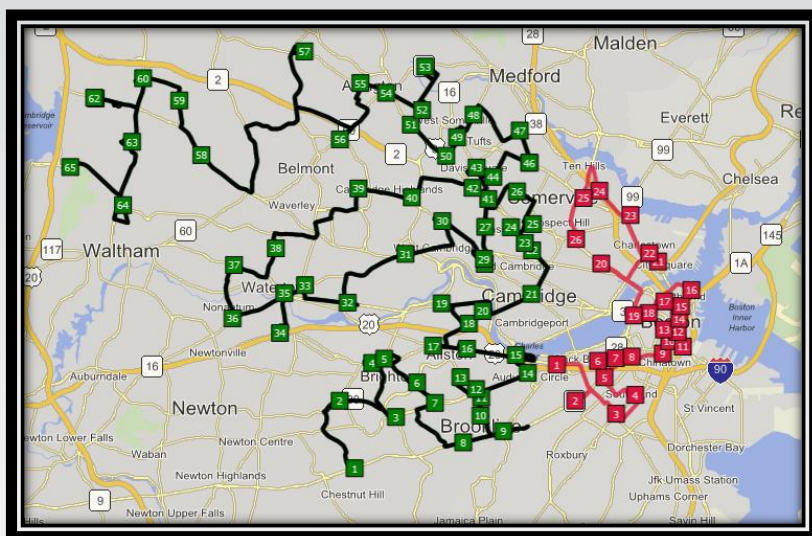
mobile billboard POP

- ▶ Campaign: 2017 Mobile Billboard
- ▶ Markets: Boston, MA, Chicago IL, Los Angeles CA, New York NY, Washington DC, Philadelphia PA, Atlanta GA
- ▶ Dates: Sep 11th – Sep 15th & Sep 18th – Sep 22nd
- ▶ 1 Mobile Billboard per Market



View Boston MA Photos:

<https://doitoutdoors.smugmug.com/2017/GSK-Boston-MA/n-7x5NmP/>

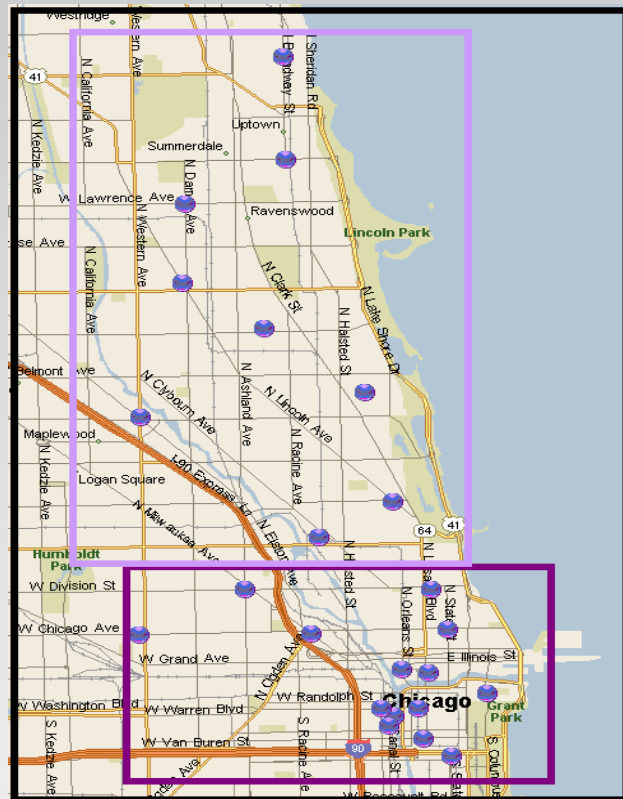


See Washington DC Photos

<https://doitoutdoors.smugmug.com/2017/GSK-Washington-DC/n-6CjPhJ/>



View Chicago IL Photos:
<https://doitoutdoors.smugmug.com/2017/GSK-Chicago-IL/n-VZtWxm/>



View Los Angeles CA Photos:
<https://doitoutdoors.smugmug.com/2017/GSK-Los-Angeles-CA/n-Bq9CND/>



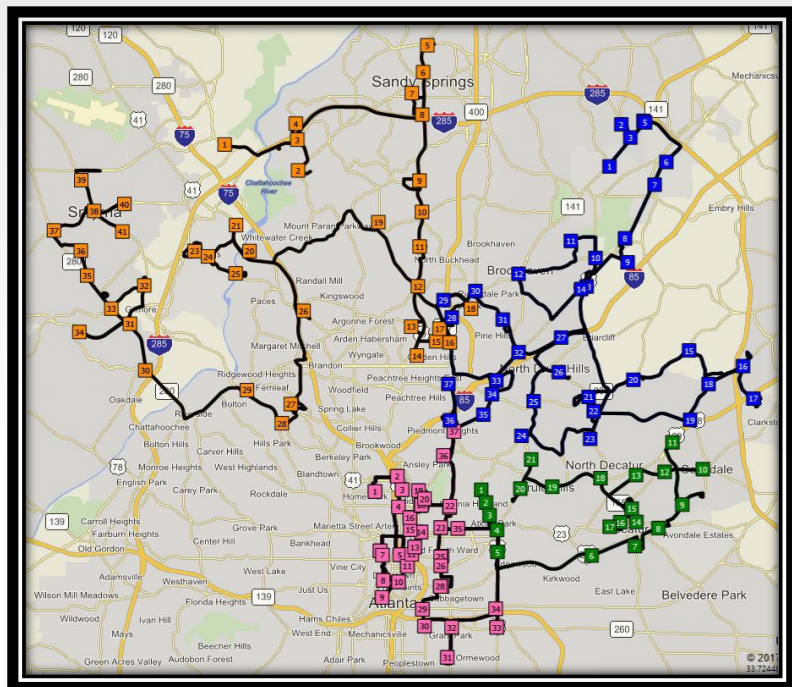
mobile billboard POP

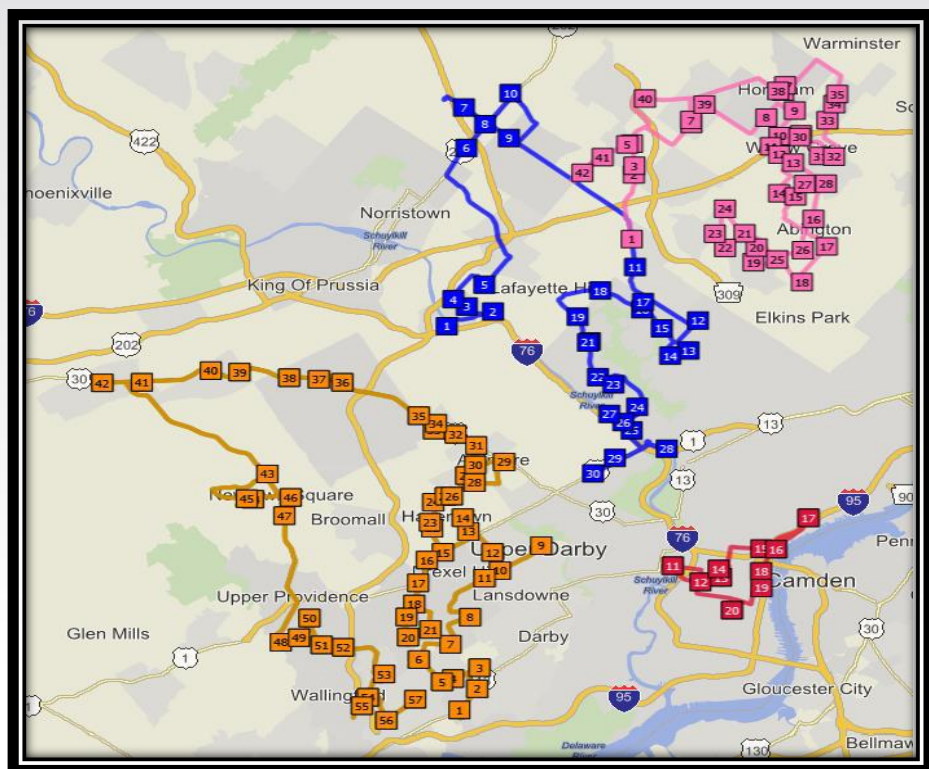


View New York NY Photos
<https://doitoutdoors.smugmug.com/2017/GSK-New-York-NY/n-rCFx83/>



View Atlanta GA Photos
<https://doitoutdoors.smugmug.com/2017/GSK-Atlanta-GA/n-PSfZPg/>





View Philadelphia PA Photos
<https://doitoutdoors.smugmug.com/2017/GSK-Philadelphia-PA/n-tDRv46/>



display advertising POP

Geofence 7 Markets

9/11 – 9/15: Boston,
Chicago, LA, NY, DC

9/18 – 9/22: Atlanta
and Philadelphia



GEOFENCING RESULTS:

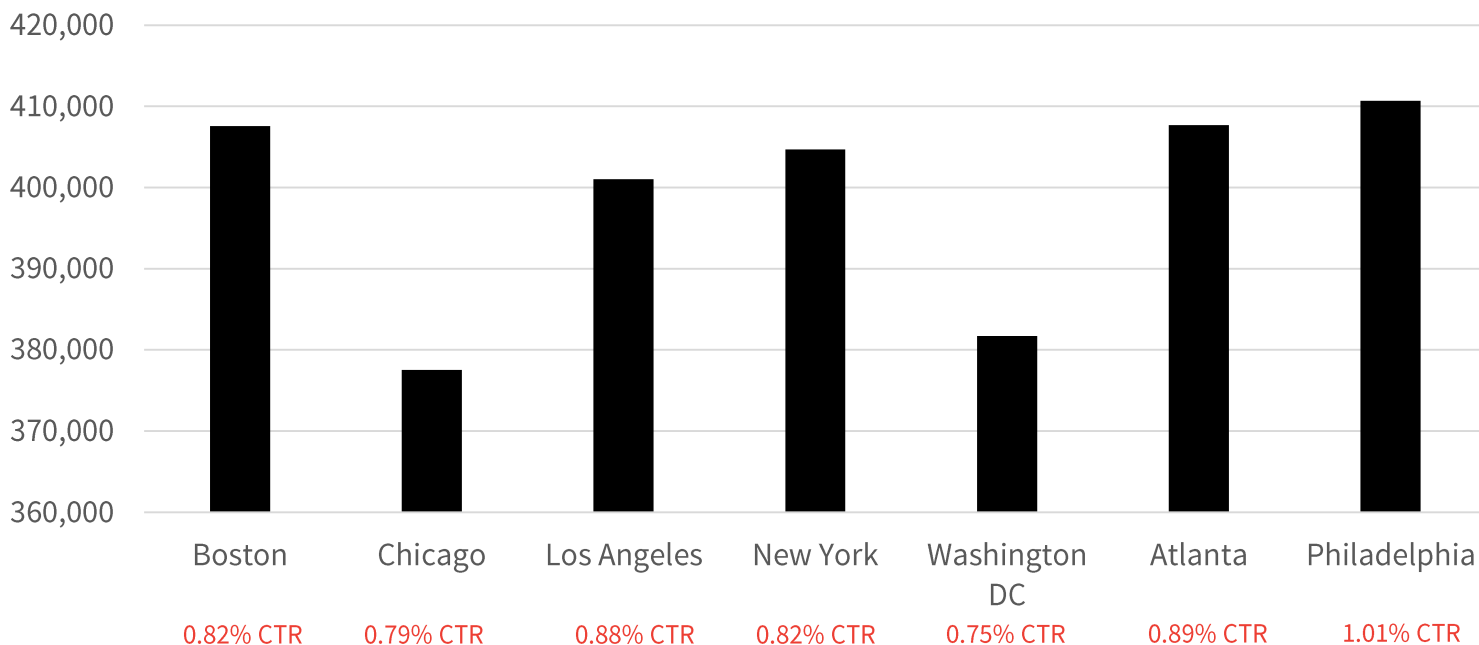
TOTAL GEOFENCED AD
IMPRESSIONS:
2,790,970

TOTAL GEOFENCED AD
CLICKS:
23,818

CLICK THRU RATE:
0.85%

We were able to deliver an additional 12%
value-added impressions.

Impressions by Market





display advertising POP

437%

Relative Performance
Compared to
Averages in Industry



Activating for five days in each of the seven markets, this Stand Up to Cancer campaign achieved a strong 0.85% click-through-rate.

- ▶ 12% in value-added impressions
- ▶ 23,818 clicks
- ▶ 1.01% CTR in Philadelphia, which was the highest performing market
- ▶ 158 total CVS store locations geofenced
- ▶ 1,984.8 average clicks per day
- ▶ 25 of the locations performed at 1.0% CTR or higher, of which all were within Philadelphia or Atlanta markets

Click-Through-Rate by Ad Size

