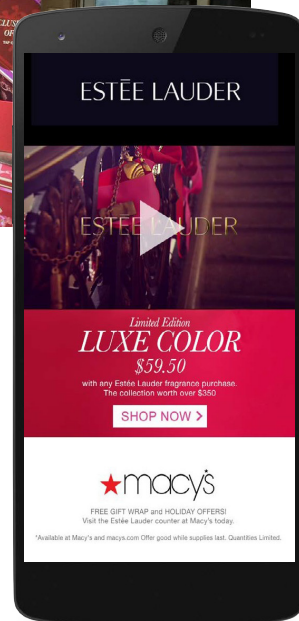


# Capabilities Case Study

Macy's DOOH Partners: Adspace Mall Networks, Blue Bite, JC Decaux



JCDecaux



## Campaign Objective:

Raise brand awareness and increase product sales for Estee Lauder's holiday campaign, "Give And Be Gifted"

## Proposed Solution:

Launched a Digital Out-of-Home campaign equipped with a seamless mobile shopping experience just in time for the holidays.

## Results:

Enticed by a custom on-screen call-to-action, mobile users received a Limited Edition Offer available only to those who engaged with the mTAG .

