

# Industry Case Study

Zyrtec DOOH Partner, Clear Channel Outdoor



## Campaign Objective:

Increase brand awareness for Zyrtec and drive consumers to Target to prepare for allergy season.

## Proposed Solution:

Display dynamic pollen count in real-time increasing consumer engagement. Utilize data from Pollen.com for local contextual relevance.

## Key Takeaways:

- Acting as an allergy newsflash, this real-time localized messaging went beyond promoting the product and provided value to viewers.
- Using proximity targeting, these boards effectively drove consumers to local Target retailers in five select (and pollen-prone) markets to purchase Zyrtec.

