Case Study - Vodafone

Campaign Objective

- Promote the launch of the new mini dell notebook on the Vodafone broadband plan to commuter audience.

- Build incremental reach with other transit channels

Campaign Solution

- 'Manly Dominator' on board advertising package providing access to captive audience over 500k AB commuters

Results

- Strong brand visibility through exclusive brand ownership of all vessels in Manly fleet

- Over 500k eyeballs over campaign duration

Blismobile Media