

Results Summary of Out-of-Home Advertising Campaign

Date: [Insert Date]

Campaign Name: [Insert Campaign Name]

Client: [Insert Client Name]

Campaign Objectives

- Increase brand awareness
- Drive foot traffic to stores
- Generate leads

Key Performance Indicators

KPI	Target	Actual
Impressions	1,000,000	1,200,000
Engagement Rate	5%	6.5%
Increase in Foot Traffic	20%	25%

Insights

The campaign effectively captured audience attention, leading to a significant increase in foot traffic and higher engagement than anticipated.

Next Steps

Consider extending the campaign duration and exploring additional locations based on performance analytics.

Thank you for your partnership!

[Your Name]

[Your Position]

[Your Company]