

COMIC SHOWCASE

CLEVELAND

Event Organizers needed a versatile strategy for driving cosplayers, fandoms, and friends to their convention.

Reaching this niche yet highly qualified audience within Cleveland, OH proved to be a challenge historically.

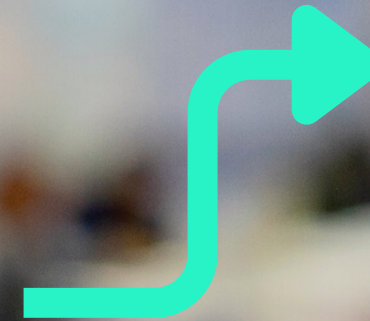
PROBLEM



CASE STUDY

By utilizing Chameleon Digital Media's mobile location targeting, and layering interests-based data, cultural enthusiasts were captured in their behavior predicted locations creating a comprehensive consumer audience.

SOLUTION



As a result of the defined audiences and campaign tactics utilized, Event Organizers saw an 11.4% lift in traffic derived from individuals influenced by our in-market media.

RESULTS