



PROBLEM

Event organizers sought out the digital media prowess of Chameleon to drive Fan-atics to the Comic Showcase in San Fransisco.

Determining the audience within this diverse metropolis area required out-of-the-box concepts and quantifiable tactics.

SOLUTION

Chameleon Digital Media made a conscious choice to go above expectations when building this passion focused audience. By employing mobile location targeting and detailed audience insights, Chameleon Digital Media was able to cross-compile data and apply a blended campaign delivery across Banner Ads and Connected TV deliveries.

RESULTS

Consequently, the campaign strategy and distinguished audience provided the Event Organizers with a 4% lift in overall traffic.

COMIC SHOWCASE

SAN FRANCISCO

CASE STUDY