



PAUL - 10 Ani

F&B | Universal McCann | Romania | OCT - DEC 2018



Beyond Location. Precise Audience

CAMPAIGN OBJECTIVES

PAUL Bakeries with a classical setup for **Awareness** and **Promotion** campaign including **Footfall Attribution** to measure online to offline conversions.

PAUL with the 10 year anniversary in Romania promoting a special offer for breakfast at their outlets.

Footfall measurement activated for 16 locations.

YOOSE



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OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyse easily at a glance.



OUR SOLUTIONS

Hyperlocal target 16 PAUL bakeries and coffee shops across two major cities in Romania (mainly Bucharest) promoting the 10 year anniversary of PAUL chain Romania.

Traditional static **Standard** and **Interstitial Banners** communicating clearly the special offer incentivising the visit. Landing page giving locations of all PAUL outlets inside Romania. Store precise **Footfall Attribution** measurement.

Visit our full showcase at demo.yoose.com

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RESULTS

More than

302,000

views

More than

15,280

clicks

Translating into

5.05%

CTR Rate

Footfall

4,356

tracked

By February 2019

2

follow up
campaigns