



Shake Shack - Chicken Burger Promo

Food & Beverage | Partner | UAE | 2015 DEC

CAMPAIGN OBJECTIVES

- Drive awareness of Shake Shack’s newly launched chicken burger, their first chicken sandwich
- Increase footfall to all Shake Shack outlets in United Arab Emirates

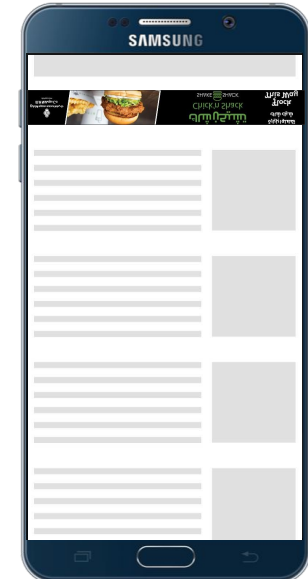


OUR SOLUTIONS

- We geo targeted mobile consumers across Dubai and Al Ain in United Arab Emirates
- Targeted mobile users will be directed to Shake Shack’s landing page with the menu once the banner ad is clicked

RESULTS

- Overall CTR **1.23%**, more than **3x** industry average
- Over **450,100** views



Beyond Location. Precise Audience

YOOSE