



PCI Gaming EYE Amplify Case Study



Flight duration: 12 weeks **Total Panels:** 8 **Total Markets Reached:** Atlanta – Lenox Square Mall

Mobile engagement:

- 60% QR Scans
- 80% engaged with an Android phone

Reach your target at Atlanta

EYE malls:

- EYE mall shoppers are **32% more likely to have been to a casino** in the past 12 months than the average Atlanta DMA resident
- **24%** of Atlanta EYE mall shoppers **have been to a casino in the past 12 months**

Campaign Objective:

- Attract consumers to the PCI mobile game
- Drive traffic to the casino via “free play” winnings from mobile game

Overview:

- Campaign featured an eye-catching call to action
- Mall shoppers were invited to tap, text or scan via Amplify (scan or text via the ad itself)

Sources: Scarborough, 2013



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