



# Universal Studios Embraces EYE's Amplify Network to Engage With its Target Audience



## Mobile Engagement Results:

- Total hits: **1,111**
- Total hits per day: **40**
  
- Total QR: **119**  
(11% of total hits)
- Total NFC: **31**  
(3% of total hits)
- Total SMS: **961**  
(86% of total hits)
  
- 40% conversion rate  
(completed sweepstates entry form)

## Campaign Overview:

**Challenge:** As a part of their campaign for the “**Endless Love**” film, Universal Studios wanted to build awareness among and connect with women 18 to 24.

**Solution:** EYE's teen and young adult mall shoppers are tech-savvy and always on the move. A mobile extension to our larger-than-life backlit panel provided the ideal channel to reach their target, enhancing their EYE advertising campaign.

- Campaign Duration: **4 weeks**
- Total Markets: **13 Markets** including high-engagement in New York, LA and Phoenix
- Total Malls: **28**
- Total Panels: **95**



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