

1 MALL  
1 DAY  
200  
DOWNLOADS!



# LG MALL DOMINATION

## OVERVIEW:

In order to raise brand awareness, LG partnered with EYE to run a mall domination campaign at Queens Center Mall in Elmhurst, New York. The campaign integrated backlit panels, banners, digital units and mobile connectivity which offered shoppers the opportunity to download LG wall paper to their mobile device.

## RESULTS:

**Mobile Impressions:** 1800 mobile phones detected campaign  
**Opt-In Rate:** 11% - 200 downloads in 24 hours

