



# LOCAL ACTIVATION - DMA vs. Location-Level Campaigns

## Regional Fried Chicken Chain

### UNITED STATES



### CAMPAIGN GOAL

To determine if store-level campaigns were more effective than DMA level campaigns.

### STRATEGY

Launch collaborative ads through the Tiger Pistol platform with adjacent store-level and DMA level campaigns.

### RESULTS

# 35%

More people reached versus DMA level campaigns

# 30%

Lower cost of advertising versus DMA level

