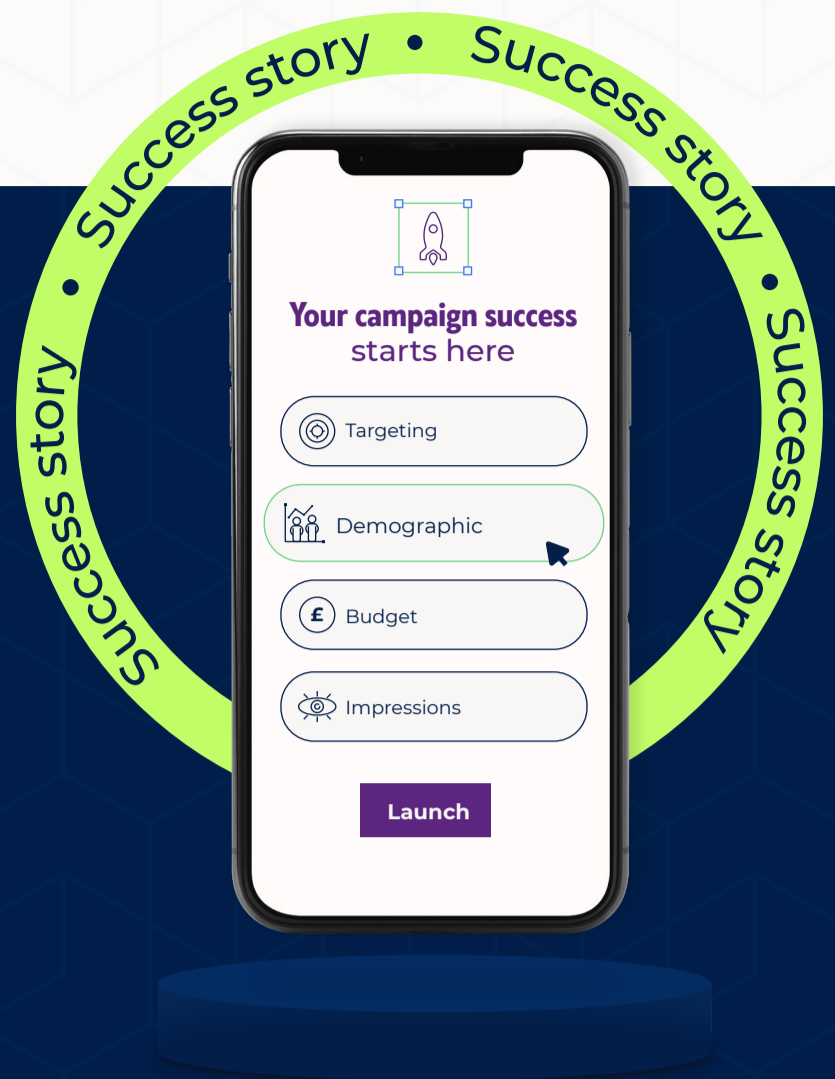


fonemedia × Pendle Borough Council

Public ← Eid ↑ Community safety → Council

→ The brief

Eid, a major religious event, is celebrated by 26% of Pendle's population. The council sought to ensure community safety during Eid amid the coronavirus, promoting safe celebrations and testing.



Mobile Plus particular audience

- Geographic
- Language
- IAB category
- Demographic
- Keyword
- Pre-built audience models

1.48%
CTR

87.14%
Viewability rate

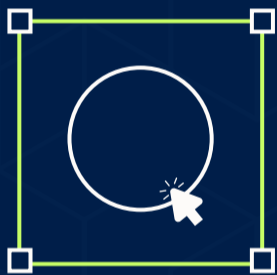
→ The solution

We launched a targeted mobile display campaign aimed at adults in key demographic areas like Nelson, Brierfield and Asian community hubs. The campaign utilised various display formats, including MPU and interstitial ads, to maximise visibility and engagement.

→ The results



785,822
Impressions



4,263+
Clicks



0.54%
Click-through rate

The campaign delivered **785,822 impressions, resulting in 4,263 clicks and a 0.54% click-through rate.** The safety message effectively resonated with the target audience, raising community awareness during Eid.

→ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure a cost-effective and highly targeted top-of-funnel awareness across multiple industries.

Contact us

info@fonemedia.co.uk
+44 0113 834 6399

Suite 4.2 / 1175 Century Way
Thorpe Park
Leeds
LS15 8ZB

To learn more, visit fonemedia.co.uk



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