

Place Exchange identifies business decision makers in target markets and delivers B2B messaging for **Comcast**



Comcast tasked Place Exchange to target business professionals across 8 markets to increase brand awareness, consideration, and favorability for Comcast Business Mobile.

Campaign Overview:

- **Markets**
Baltimore, MD | Boston, MA | Hartford & Newhaven, CT | Philadelphia, PA | Pittsburgh, PA | Richmond, VA | Washington DC
- **Audience**
Business professionals and business owners
- **Publishers**

Solution:

Place Exchange reached business decision makers across the 8 target business-centric markets by strategically placing eye-catching creative in high traffic areas, including at bus stops, train stops, and roadside, during peak commuting hours.

Campaign Results:

Over 42 days, Place Exchange programmatically delivered 909 million impressions across 792 screens to Comcast's target audience. The seamless execution and successful delivery of the campaign resulted in increased awareness, consideration, and favorability.



Impact Study Results

COMCAST
BUSINESS

LUCID 



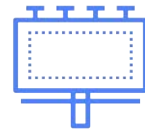
4.9%

increase in brand consideration



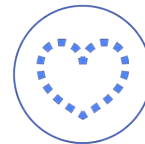
3.1%

increase in ad recall



6.1%

increase in message awareness



1.2%

increase in brand favorability