

Post Office ATM's: Driving awareness



Objective

To drive awareness and encourage the use of the free Post Office ATM's.

Strategy

We've set up a geo-fence around promotional ATM's targeting adults aged 18+. The geo-fence triggered a picture message that directed consumers to a map with the location of the closest Post Office ATM.

Campaign Results

63%

Found the message very useful*

17%

As a result used a Post Office ATM*

WEVE

*Base: who recalled message