

# Peapod®

Peapod engaged consumers with digital display vehicles in key markets across the country.



On the heels of their OBIE award-winning out-of-home transit advertising, Peapod and their agency tapped EMC Outdoor to take the same concept on a summer mobile tour.

The interactive mobile truck visited Washington DC, Baltimore, Philadelphia, New York City, Boston and Chicago. The video included branding for Peapod and an explanation of the service, as well as branding loops for partner brands Coke, Campbell's and Lysol.

The bright green Peapod vehicle got a lot of attention as it turned heads and engaged busy consumers in each market. QR codes and shelf items displaying bar codes encouraged people to download the Peapod app to begin interacting with the service right away. Brand ambassadors were on hand to answer questions, and provide assistance with the app, and to hand out promotional items

**STRATEGY:** In addition to the interactive vehicle, the campaign incorporates brand ambassadors, lifestyle media and posters at high traffic, family-centric locations. QR codes and Peapod brand ambassadors encourage interaction and downloading of the Peapod app.

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**RESULTS:** The Peapod campaign turned heads, and stopped consumers in their tracks in every market, prompting many to download the app right on the spot.

