

PRIME VIDEO CASE STUDY



MOBILE
MEDIA

CAMPAIGN SUMMARY

NATIONAL EXPOSURE? VERY NICE.

Amazon advertised on our Digivans to promote the release of Borat 2 on Prime Video - targeting areas with high footfall around various cities across the UK.

We produced a route strategy that focused the campaign objectives, targeting six major cities in a national campaign. The campaign reached over 192,000 people offline and extending impressions to social media with PR images.

As standard, Digivans booked with us have 100% share of voice for the client and captivate audiences with impactful imagery, video or livestreamed content. All eyes on you.



“The Borat Digivans with MMG across the UK really helped to create excitement and anticipation of the film’s release on Prime Video. It was great to see the campaign showcased with so many famous and iconic British landmarks in the background.”

- Rapport UK



MOBILE MEDIA

THANK YOU