

OBJECTIVE

To raise awareness and drive sales for Screenmobile locally and nationally as the country's leader in screen related products.

APPROACH



SOCIAL MEDIA
CONTEST



DIGITAL
SUBMISSION
PLATFORM



PAID &
ORGANIC
SOCIAL MEDIA



TV NEWS
PUBLICITY

RESULTS



1,054

TOTAL ENTRIES

77,339

SOCIAL MEDIA IMPRESSIONS

1,316,432

PRESS IMPRESSIONS

“We can’t believe how many photo submissions came in through the Love Your Pets campaign this year – engagement was through the roof! All Points gave us the support we needed to make this a success by growing our presence on social media and garnering awareness for the brand.”

*Scott Walker, Screenmobile
President & CEO*

THE POINT



**INCREASED
FACEBOOK
FOLLOWING
BY 20%**



**RAISED AVERAGE
DAILY FACEBOOK
ENGAGEMENT
BY 900%**



**GREW AVERAGE
DAILY FACEBOOK
REACH BY 71%**



**BOOSTED AVERAGE
FACEBOOK POST
CLICKS BY 3,900%**