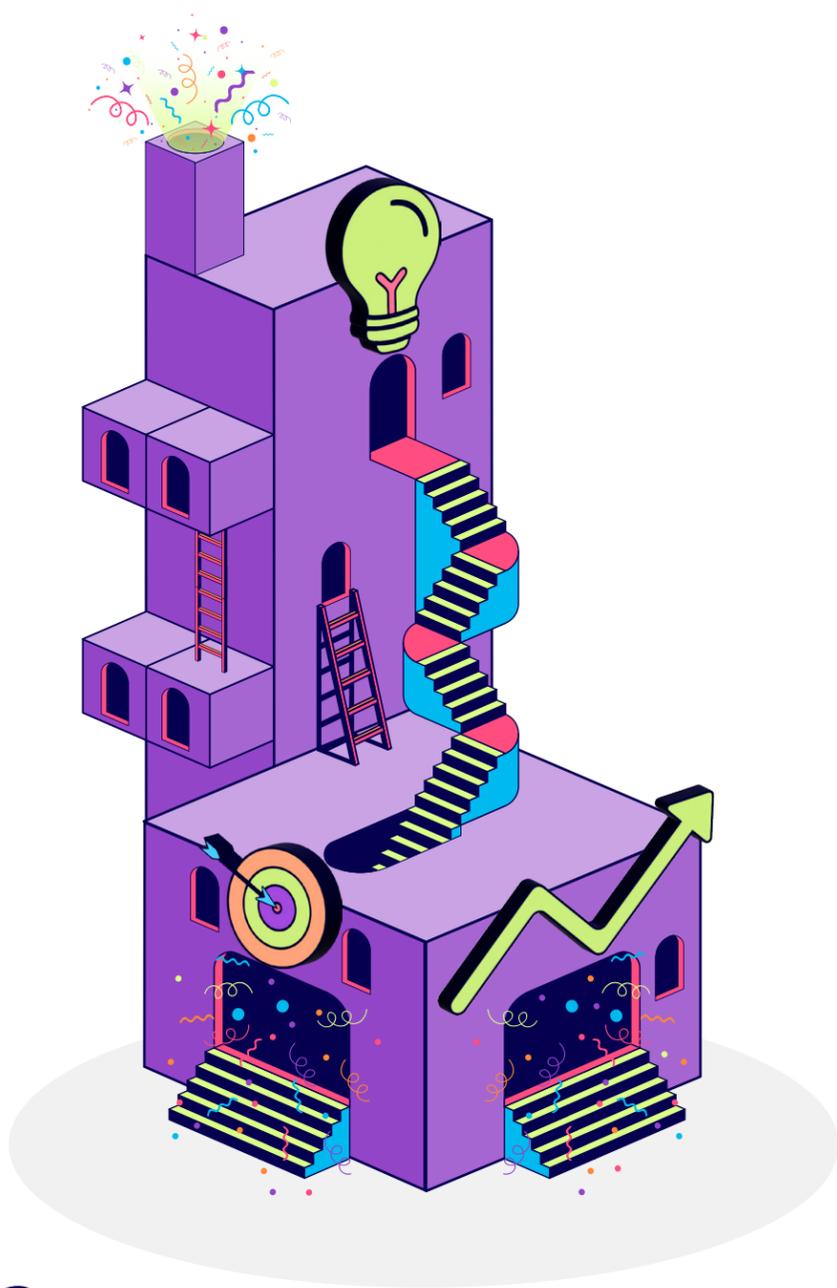


# Cheshire Constabulary

## THE Brief

Cheshire Constabulary were looking to raise awareness around road safety and in particular, Bike users.

Solutions were tasked with reaching a relevant, predominantly younger Male audience across the county of Cheshire.



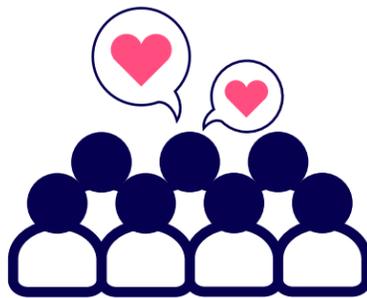
## THE Outcome

our Mobile Plus product offers **precise targeting**

Our mobile-first approach delivered strong results and raised awareness for what was a very sensitive campaign featuring the Mother of a Road traffic Accident victim.

The campaign durations was originally for 4 weeks, however the client booked on additional inventory due to the successful amount of visitors being steered towards their landing page.

**179,264** Impressions



**5,173** clicks



**2.8%** click-through rate

