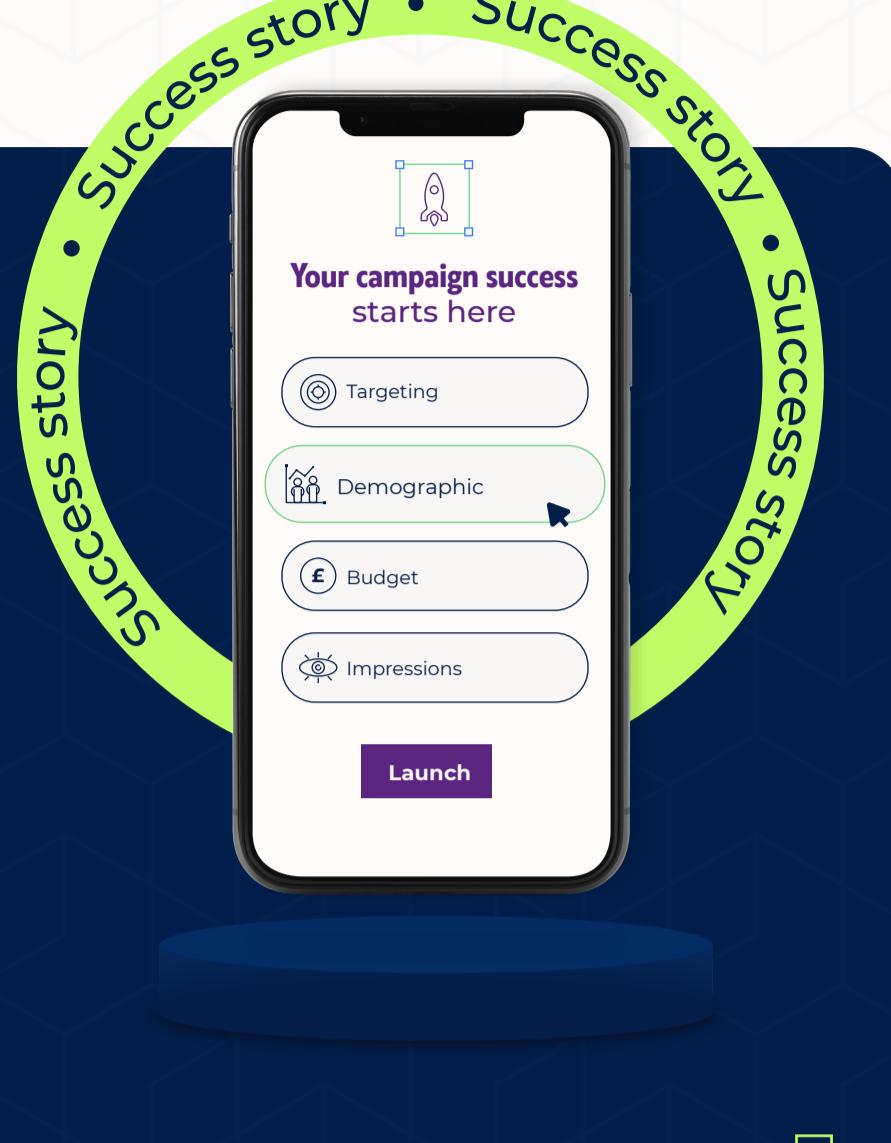


fonemedia x Pendle Council

Public  Eid  Community safety  Council

→ The brief

Eid, a major religious event, is celebrated by 26% of Pendle's population. The council sought to ensure community safety during Eid amid the Coronavirus, promoting safe celebrations and testing.



→ The solution

We launched a targeted mobile display campaign **aimed at adults in key demographic areas** like Nelson, Brierfield, and Asian community hubs. The campaign utilised various display formats, including MPU and interstitial ads, to maximise visibility and engagement.

→ The results



The campaign delivered **785,822 impressions, resulting in 4,263 clicks and a 0.54% click-through rate**. The safety message effectively resonated with the target audience, raising community awareness during Eid.

→ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

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