


# fonemedia × 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.





**Mobile Plus**  
particular audience


 Geographic

 Language

 IAB category

 Demographic

 Keyword

 Pre-built audience

1.45%

CTR

87.14%

Viewability rate

## ➔ 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

