

**'Sales increased  
19.3%'**



# Vodafone Case Study



Escalator  
Handrail  
Media      Conveyor  
Belt  
Media

Vodafone used two escalators to direct escalator traffic to their store and to promote their mobile deals.




**turn left at the bottom of this escalator for HOT MOBILE DEALS**

**Duration**

2 weeks

**Location**

Centro The Glen, Australia

**Methodology**

Store sales figures, prior, during and after campaign.

**Result**

Sales increased 19.3% during the campaign.

