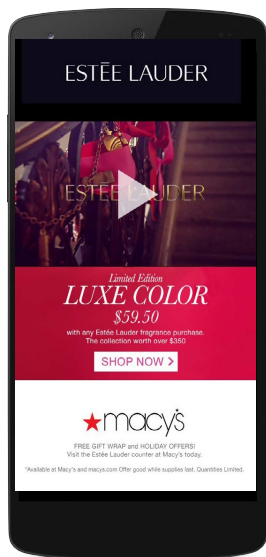




MACY'S



**PARTNERS:** Adspace Mall Networks, JCDecaux, Blue Bite

**KEY MARKETS:** New York City, Los Angeles, Chicago, San Francisco, Dallas, Boston, Philadelphia, Washington DC, Atlanta, Houston  
**DEPLOYMENT:** Mall Digital Displays  
**YEAR:** 2014

## ESTÉE LAUDER “GIVE AND BE GIFTED”

Raise brand awareness and increase product sales for Estee Lauder’s holiday campaign, “Give And Be Gifted”

Just in time for the holidays, Estee Lauder, in partnership with Macy’s, Adspace, JCDecaux, and Blue Bite, launched a Digital Out-of-Home campaign equipped with a seamless mobile shopping experience. Enticed by a custom on-screen call-to-action, mobile users received a Limited Edition Offer available only to those who engaged with the mTAG via NFC, QR, or Geofencing in the enabled malls.