

Kinetic Mounts Biggest Ever Phone Kiosk Buy

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PRIME POINT MEDIA, DEVELOPER OF kiosk ads in public pay phone kiosks nationwide, Tuesday said it completed what it claimed to be the largest campaign ever in the medium's history: a 5,000-kiosk placement spanning 190 markets in 49 states. The \$1.2 million-plus buy, placed by WPP's Kinetic Worldwide's WOW US unit, for an undisclosed prescription drug brand for treating bipolar disorder. The buy utilized a proximity targeting strategy that placed the ads in locations near doctors' offices, clinics and hospitals known to prescribe the drug to patients suffering from bipolar disorder.

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