



In June 2025, **Edo Japan's 3D** campaign captured the attention of Toronto residents, driving increased orders and online searches. Many reported that the 3D visuals enhanced their perception of the brand, making them feel more engaged and connected to Edo Japan

1 in 10 Toronto residents recalled seeing the **Edo Japan 3D** digital billboard campaign

22% of parents with kids under 18 yrs

17% of Millennials (age 28-43)

16% of weekly transit riders

12% of weekly commuters travelling 50km+

...also recalled the campaign

Of which, **79%** took an action after seeing these advertisements

Action Taken

- 14%** bookmarked the advertised website on my phone/computer for later reference
- 12%** ordered from EDO Japan in store/online/app
- 12%** visited the EDO Japan website directly (www.edojapan.com)
- 12%** searched online for more info about EDO Japan on my mobile device
- 12%** recommended others to order from EDO Japan
- 12%** shared the campaign creative/3D execution on social media or with friends/family
- 10%** searched online for the EDO Japan menu
- 10%** ordered from EDO Japan through an online food delivery app

Those who recalled the campaign agree...

3D Perception

- 67%** The visual element improved my perception of the brand
- 64%** The visual element improved my perception of Out-of-Home advertising
- 57%** The visual element made the campaign more memorable for me
- 57%** I now have a more positive view of EDO Japan
- 55%** I am more interested in EDO Japan as a result of this ad
- 52%** It has made EDO Japan offerings seem more appealing to me
- 52%** It has made EDO Japan offerings seem like a better choice compared to other brands
- 50%** It has made me more likely to consider EDO Japan in future
- 50%** I now feel more connected to EDO Japan after seeing the advertisement