

WE SAW A 63% LIFT ABOVE THE MOBILE ALONE CTR BENCHMARK FOR COLONIAL ATHLETIC ASSOCIATION

The Colonial Athletic Association is a collegiate athletic conference affiliated with the NCAA's Division I. They used OOH to drive attendance and ticket sales for the CAA Men's Basketball Championship game.

STRATEGY & TACTICS

- **Strategically Placed:** Exterior bus kings and liveboards were used to reach their target audience throughout their daily commute, therefore priming the audience before being served the mobile ad.
- **Proximity Targeting:** We geofenced nine major sports venues across the Washington DC Metro Area to reach their target audience of sports enthusiasts and event goers.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

63%

LIFT IN SAR

625,049

IMPRESSIONS

3,051

CLICKS

