

WE DROVE OVER 600 THOUSAND IMPRESSIONS FOR MELWOOD

Melwood wanted to increase awareness of new job opportunities at their company. They incorporated OOH into their media mix to increase their reach to their target audience of potential employees with unique skills.

STRATEGY & TACTICS

- **Strategically Placed:** To reach mass amounts of commuters, rail and bus media was placed in high traffic stations and areas of DC. The ads were vibrant and clearly communicated job opportunities at Melwood.
- **Proximity Targeting:** We geofenced the designated areas where OOH assets were placed to reiterate message on mobile phones and increase audience reach.
- **Dynamic Landing Page:** Included branding, directions, click to call, and a direct link to their website for more information.



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

106%

LIFT IN SAR

619,127

TOTAL MOBILE IMPRESSIONS

142

SECONDARY CLICKS FROM CONSUMERS

