

# CASE STUDY: METAL FORTRESS RADIO

## OOH & MOBILE:

Location-based mobile reinforces an advertiser's OOH message, seamlessly bridging the gap between the physical and virtual world. This amplifies campaign reach and provides additional insights and measurement.

## OBJECTIVE:

Drive consumers to download the Metal Fortress Radio app.

## EXECUTION DETAILS:

- Campaign Flight: March 21, 2016 - April 17, 2016 (4 weeks)
- Media buy: 1 Digital Billboard in Hartford, 1 Digital Billboard in New Haven
- Geofence: 5 mile radius around OOH assets

## SIGNIFICANT RESULTS:

- SAR was optimized for, with 8% of consumers completing a second action, a 90% lift from the benchmark.
- The dynamic landing page featured a video showcasing the benefits of the app, a button directing consumers to the app store to download the app, and a click to the website to learn more.
- Attribute Metal Fortress Radio's huge lift in SAR to the OOH priming effect.

