

Case Study Fifth Third Bank Michigan State Fair

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:

Attract visitors to the Fifth Third Bank Michigan State Fair with a media mix including digital billboards and mobile device advertising. Potential visitors could click on the mobile banner ad to get dates, tickets and directions to the fair.

Execution Details:

- › Campaign Flight: August 8th, 2016 (4weeks)
- › Media buy: 5 digital bulletins were placed throughout the market including one near the previous site of where the State Fair had been for over a 100 years.
- › Geofence: 8 mile radius around all digital bulletins.

Significant Results:

- › SAR was optimized for, with 9.86% of consumers completing a second action, an 229.67% lift from the mobile alone benchmark.
- › Fifth Third Bank Michigan State Fair lift in SAR is attributed to the OOH priming effect on mobile engagement.
- › “OUTFRONT Media has been great to do business with. The digital billboards and mobile advertising along with the rest of our media mix contributed to our best year to date with a 35 percent attendance increase overall”. Nancy Phares - Marketing Director for Suburban Collection Showplace.

