

# Case Study Alexandria Associates in Dermatology

## 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:

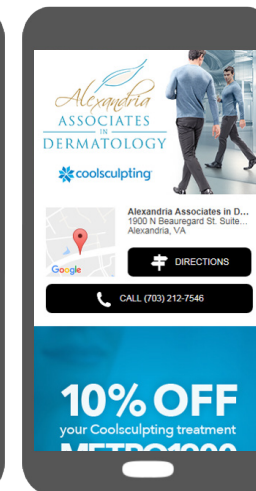
Create awareness of the Alexandria Associates in Dermatology and their Coolsculpting treatment to increase the number of patient visits.

## Execution Details:

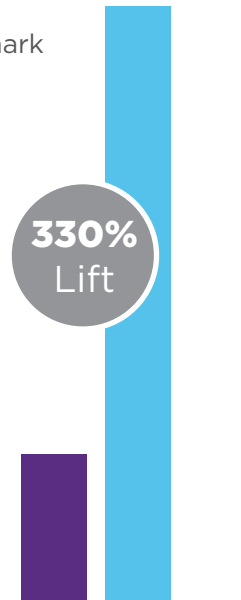
- › Campaign Flight: Mobile & OOH: September 5-October 2 (4 weeks)
- › Media buy: Dioramas and Two-sheet Posters in close proximity to Alexandria Associates in Dermatology and upscale Northern Virginia areas
- › Geofence: 5 mile radius around OOH assets, medical center and affluent areas of Virginia

## Significant Results:

- › SAR was optimized for, with 12.89% of consumers completing a second action, a 330% lift from the mobile alone benchmark.
- › Alexandria Associates in Dermatology's lift in SAR is attributed to the OOH priming effect on mobile engagement. The increased web traffic is attributed to the OOH and mobile media mix.



- Benchmark
- Client



SAR