

Case Study: Bai

Background & Objective:

Prior to the campaign, an emerging beverage brand, Bai, lacked awareness and trial amongst consumers compared to its competitors.

The primary objective of this campaign was to raise awareness and trial amongst the target, "Conscious Authentics," in New York, Chicago and Los Angeles.

Execution Details:

- › Twenty percent of total media budget was allocated to OOH.
 - › **Campaign Flight:** Jan-March & April-Sept, 2016
 - › **Markets:** New York, Chicago & Los Angeles
 - › **OOH Media:** Bulletins, Digital, Walls, Subway, Bus, Metro Lights, Shelters and Bike Shares. Additional media support included TV and digital media.
- › Target: Conscious Authentics, defined as *better-for-you beverage drinkers*. Skews towards Men, 18-34 with HHI 80K+, socially conscious.
- › Measurement conducted via a consumer monthly brand tracker, facilitated through Hall & Partners' Research.

Significant Results:

- › The campaign was considered a huge success by the client, with significant lifts recorded for both designated KPIs.
- › Across the three markets, aided awareness increased by an average of 19% and trial increased by an average of 8%. Market specific results listed to the right.



OOH MEDIA'S AFFECT ON BAI'S AWARENESS AND TRIAL

