

CASE STUDY: BAXTER AVENUE MORGUE

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:

Increase awareness and drive attendance to a local haunted house, Baxter Avenue Morgue, in the month leading up to Halloween.

EXECUTION DETAILS:

- Campaign Flight: Oct 1- Oct 31, 2015 (4 weeks)
- Media buy: Posters and Bus Shelters in Louisville
- Geofence: 1 mile radius around all OOH assets and a local high school during football games on Thursday, Friday and Saturday nights.

SIGNIFICANT RESULTS:

- Both CTR and SAR were above the benchmark
- SAR spiked in the two days before Halloween, demonstrating the impact of contextual relevance.
- When removing the last two days of the campaign, the OOH assets delivered higher CTR and SAR than the Football Field, further suggesting that OOH is the BEST primer for mobile engagement.
- Baxter Avenue Morgue secured over 250 direct consumer interactions during the month flight.

