

# Case Study BWI

## 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 one of DC's busiest airports BWI and increase flight attendance.

## Execution Details:

- Campaign Flight: Mobile & OOH: June 16-July 6 (3 weeks)
- Media buy: Bus Ultra Super Kings, Two-Sheet Posters and Interior Rail Headliners saturating the metro area
- Geofence: 15 mile radius around the metro area (OOH assets) and major airports servicing the DC/MD/VA area



- Benchmark
- Client

## Significant Results:

- SAR was optimized for, with 10.24% of consumers completing a second action, an 241% lift from the mobile alone benchmark.
- BWI's lift in SAR is attributed to the OOH priming effect on mobile engagement. The increased website visits and ticket sales is attributed to the OOH and mobile media mix.

