

Case Study Coastal 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:

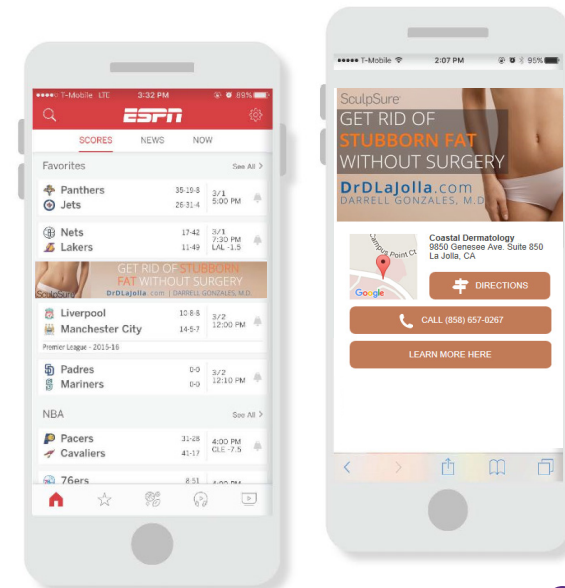
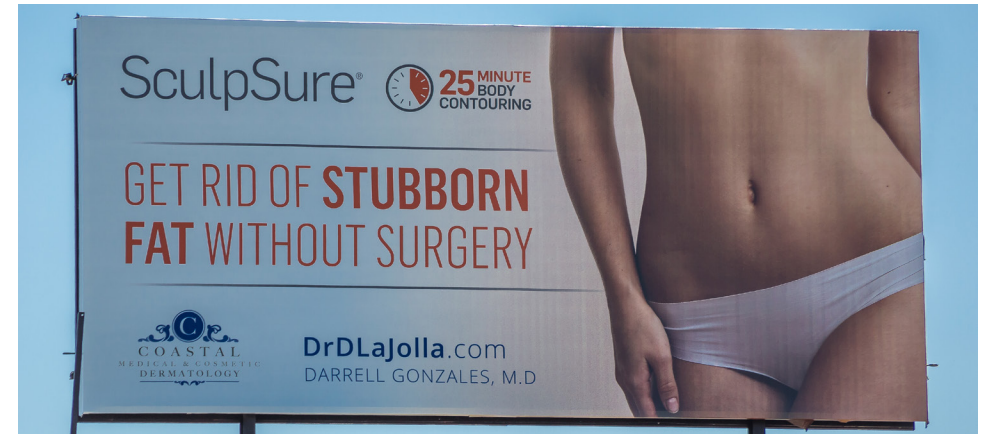
Create awareness for new SculpSure service provided by Coastal Dermatology.

Execution Details:

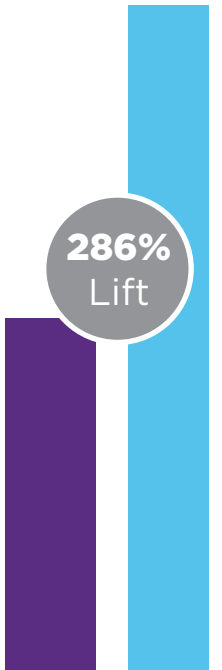
- › Campaign Flight: Mobile & OOH: July 11, 2016 - October 2, 2016 (12 weeks)
- › Media buy: Poster in busy Hillcrest location
- › Geofence: 3 mile radius around OOH asset

Significant Results:

- › SAR was optimized for, with 11.57% of consumers completing a second action, an 286% lift from the mobile alone benchmark.
- › Coastal Dermatology's lift in SAR is attributed to the OOH priming effect on mobile engagement.



- Benchmark
- Client



SAR