

CASE STUDY: CUPID'S UNDIE RUN

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:

Drive registration for the Cupid's Undie Run, in Denver on Valentine's Day Weekend.

EXECUTION DETAILS:

- Campaign Flight: Jan 25, 2016- Feb 21, 2016 (4 weeks)
- Media buy: 2 Bulletins in Denver
- Geofence: 5 mile radius around OOH assets and targeted downtown neighborhood. Optimized for CTR, driving clicks to the "Things to Know" page of the Cupid's Undie Run website.

SIGNIFICANT RESULTS:

- CTR was 78% above the benchmark. Attribute this huge lift to the OOH priming effect on mobile engagement.
- Drove over 1,470 clicks to the Cupid's Undie Run website over the 4 week flight.
- The run was a huge success, raising over \$3.5 million dollars in 2016 for charity.
- Note that SAR was not tracked, as the client's goal was to maximize clicks to the website and did not use the OUTFRONT dynamic landing page.

