

Case Study DC Department of Health

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:

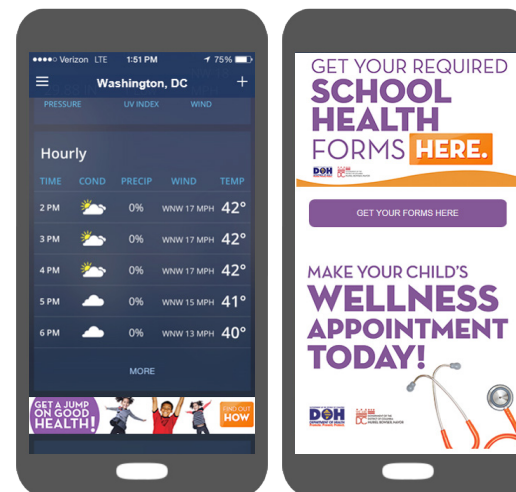
Create awareness of DC Department of Health (DOH) and remind parents to update required school health forms via DOH.

Execution Details:

- › Campaign Flight: Mobile & OOH: August 1-September 11 (5 weeks)
- › Media buy: Rail Car Cards and King-Size Bus Posters
- › Geofence: 3 mile radius around DC rail stations reaching DC parents and students

Significant Results:

- › SAR was optimized for, with 11.93% of consumers completing a second action, a 298% lift from the mobile alone benchmark.
- › DC DOH's lift in SAR is attributed to the OOH priming effect on mobile engagement. The increased website visits is attributed to the OOH and mobile media mix.



- Benchmark
- Client

