

Case Study DC State Superintendent of Education

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:

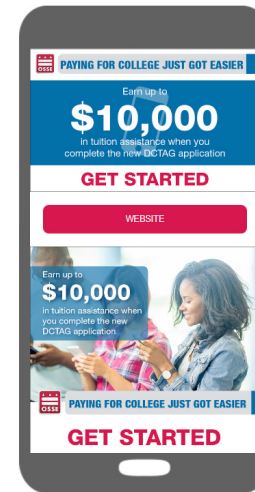
Create awareness of the DC Office of the State Superintendent of Education (OSSE) and increase applications for the DC Tuition Assistance Grant (DCTAG).

Execution Details:

- › Campaign Flight: Mobile & OOH: October 31-December 26 (8 weeks)
- › Media buy: Dioramas and Two-Sheet Posters in specific Wards in DC
- › Geofence: Targeted zip codes within the desired DC Wards

Significant Results:

- › SAR was optimized for, with 13.95% of consumers completing a second action, a 365% lift from the mobile alone benchmark.
- › OSSE'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

365%
Lift

SAR