

CASE STUDY: EARTH DAY

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 the St. Louis Earth Day festival and drive donations for the cause.

EXECUTION DETAILS:

- Campaign Flight: March 21, 2016 - April 24, 2016 (5 weeks)
- Media buy: 1 Billboard and 1 Poster in St. Louis
- Geofence: 5 mile radius around OOH assets

SIGNIFICANT RESULTS:

- SAR was optimized for, with 17% of consumers completing a second action, a 140% lift from the benchmark.
- Secondary actions included click to the event page, directions to the festival, click to call and a donation button.
- Attribute Earth Day’s huge lift in SAR to the OOH priming effect.

