

CASE STUDY: EMPIRE PARATRANSIT

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:

Entice consumers to become drivers for Empire Paratransit by promoting the competitive hourly rate on NYC buses and mobile advertising.

EXECUTION DETAILS:

- Campaign Flight: Dec. 28, 2015 - Jan. 24, 2016 (4 weeks)
- Media buy: NYC Bus Tails
- Geofence: 1 mile around bus shelters and bus depots along route

SIGNIFICANT RESULTS:

- SAR, which was optimized for, reported a 72% lift above benchmark.
- Attribute Empire Paratransit's lift in SAR to the OOH priming effect.
- After campaign completion, Empire Paratransit renewed their contract, attributing more budget to mobile, thereby securing additional mobile impressions.

