

Case Study TLC/Fibre Federal

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 TLC/Fibre Federal and increase loan close rates across five branches in Oregon.

Execution Details:

- ▶ Campaign Flight: Mobile & OOH: July 1-July 28 (4 weeks)
- ▶ Media buy: Billboards in close proximity to TLC/ Fibre Federal branches
- ▶ Geofence: 10 mile radius around OOH assets

Significant Results:

- ▶ SAR was optimized for, with 7.11% of consumers completing a second action, an 137% lift from the mobile alone benchmark.
- ▶ When mobile was added to the July media mix, branches increased loan closes by an average of 80%, when compared to May and June sales.
- ▶ “We are newer to the coastal market and have explored the best options for loan growth over the past year. By adding mobile to our media mix, we received solid results that were measurable during our auto loan campaign. We will definitely consider the mobile product as part of our next loan promotion.” -Angie Leppert, VP, Marketing
- ▶ TLC/ Fibre Federal's lift in SAR is attributed to the OOH priming effect on mobile engagement. The increased loan closures is attributed to the OOH and mobile media mix.

