

Case Study Hubbard Place

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 Hubbard Place and increase leasing tours, which ultimately would increase occupancy.

Execution Details:

- › Campaign Flight: Mobile & OOH: April 4 - May 1 (4 weeks)
- › Media buy: Metro Lights in close proximity to Hubbard Place
- › Geofence: 1 mile around OOH assets

Significant Results:

- › SAR was optimized for, with 8.61% of consumers completing a second action, an 187% lift from the mobile alone benchmark.
- › When mobile was added to the April media mix, leasing tours increased significantly and Hubbard Place was able to achieve full occupancy.
- › “Working with OUTFRONT has been nothing, but easy. Customer service was great - OUTFRONT is always available with in-depth market knowledge and quick, concise responses to requests. Our deadlines are always met. We are currently working on our second campaign and cannot wait to launch. Given our results from the first campaign, we are ready to become even busier with new business.”
- Heather Lennan, Senior Leasing Consultant
- › Hubbard Place's lift in SAR is attributed to the OOH priming effect on mobile engagement. The increased leasing tours is attributed to the OOH and mobile media mix.

