

CASE STUDY: JOEL OSTEEN

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:

Raise awareness and drive ticket sales for Joel Osteen's *Night of Hope* in San Diego.

EXECUTION DETAILS:

- Campaign Flight: Dec 14, 2015- Jan 10, 2016 (4 weeks)
- Media buy: Bulletins and Posters in San Diego
- Geofence: 5 mile radius around all OOH assets

SIGNIFICANT RESULTS:

- CTR was above the benchmark
- Joel Osteen's *Night of Hope* secured over 500 clicks to the website, where consumers could purchase tickets, over the four week flight.
- Note that SAR was not tracked, as the client's goal was to maximize clicks to the website and did not use the OUTFRONT dynamic landing page.

