

Case Study Mosquito Squad

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 brand awareness and elevate the Mosquito Squad name above the competition, just in time for peak mosquito season.

Execution Details:

- › Campaign Flight: April 4, 2016 - June 26, 2016 (12 weeks)
- › Media buy: 1 Billboard in Houston
- › Geofence: 5 mile radius around OOH assets

Significant Results:

- › SAR was optimized for, with 19% of consumers completing a second action, a 544% lift from the benchmark.
- › The dynamic landing page featured a click to the website and services page, contact information, and a video about Mosquito Squad and Malaria.
- › *"Our results were really good. Our sales were noticeably higher."* - Timmy Carter, Owner of Mosquito Squad
- › Attribute Mosquito Squad's huge lift in SAR to the OOH priming effect.

