

OOH Drives Search & Purchases

Pharmaceutical Category

Overview:

> A leading medical brand launched two campaigns in 2016. One aligning with Breast Cancer Awareness month and the other determining the max distance women would travel for a 3D mamogram.

Objective:

> Increase brand awareness of the medical device brand, primarily among hospital C-Suites, Radiologists, OB/GYNs and facilities offering 3D mammograms.

Execution Details:

- > Leverage the power of OOH media to create a sense of urgency and fear of missing out mentality among the target audience.
- > Identify key target medical sales locations for billboard proximity strategy (within 1-5 miles).

Results:

- > OOH drove 18% more site visits for same budget than digital alone.
- > The inclusion of OOH improved digital's CPV by 35%.
- > The strategic placement of one billboard along the CEO's daily route drove one facility to purchase 6 medical units, a \$3.47 ROI per ad dollar spent.

Site Visits During Campaign

