

Case Study San Diego International Airport

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:

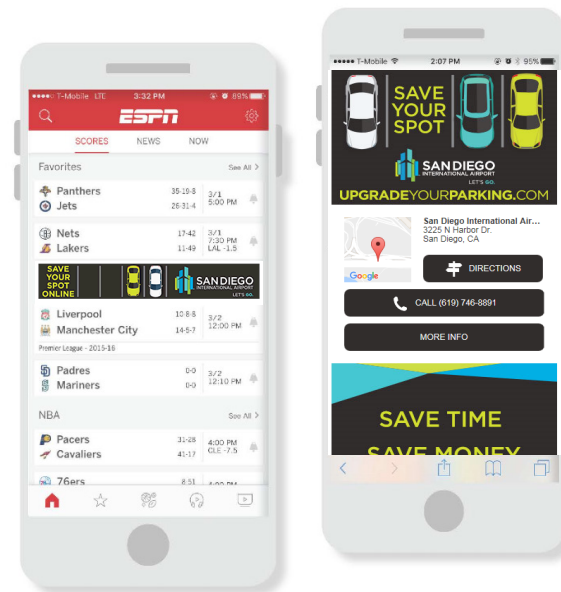
Create awareness for San Diego International Airport's online parking service.

Execution Details:

- › Campaign Flight: Mobile & OOH: December 26, 2016 - March 19, 2017 (12 weeks)
- › Media buy: High profile bulletin right on the way to the airport
- › Geofence: 5 mile radius around OOH asset

Significant Results:

- › SAR was optimized for, with 8.55% of consumers completing a second action, a 185% lift from the mobile alone benchmark.
- › San Diego International Airport's lift in SAR is attributed to the OOH priming effect on mobile engagement.



- Benchmark
- Client

185%
Lift

SAR