

Case Study Sky Zone Trampoline Park

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:

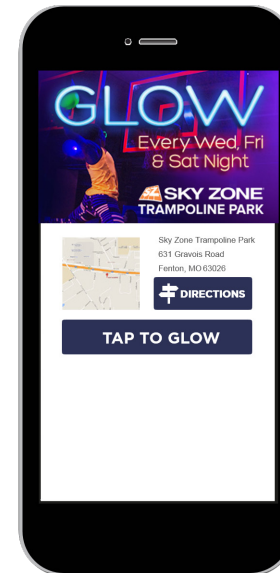
Build awareness and increase registration for weekly GLOW event held at Sky Zone Trampoline Park.

Execution Details:

- › Campaign Flight: July 18, 2016- August 14, 2016
- › Media buy: 1 Static Bulletin and Mobile
- › Geofence: 5 mile radius around OOH assets

Significant Results:

- › SAR was 12.2%, a 306% lift over the mobile alone benchmark. This lift is attributed to the OOH priming effect.
- › Client saw an increase in website traffic and sign-ups. The first flight was so successful, the client renewed for an additional three 4-week flights.
- › "Through our mobile and OOH media mix, GLOW saw its strongest month of sign-ups." - Bron Launsby, Owner



- Benchmark
- Sky Zone

