

Case Study The Village Dallas

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:

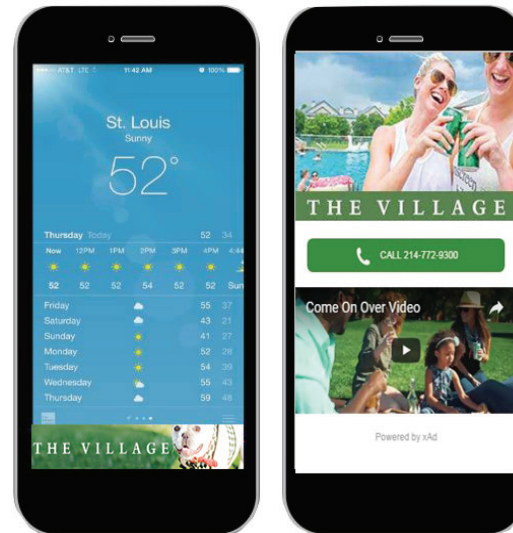
Target young professionals and empty nesters in selected Dallas locations to build brand awareness and see availability of apartments in the market.

Execution Details:

- › Campaign Flight: Mobile & OOH: August 12th - September 4th (4weeks)
- › Media buy: Kiosks and Mobile
- › Geofence: 5 mile radius around OOH assets

Significant Results:

- › SAR was optimized for, with 3.34% of consumers completing a second action, a 11.3% lift from the mobile alone benchmark.
- › The Village Dallas lift in SAR is attributed to the OOH priming effect on mobile engagement.
- › “From Outfront, I receive secondary action rate results, making it that much easier for me to track where traffic is coming from. It’s an incredibly dissected look into a person’s activity on my ad. I am positive that through the combination of kiosk locations and geofenced areas, I am reinforcing the effectiveness of my campaign.” - Kelly, National Creative Services Manager, Lincoln Property Company



- Benchmark
- Client



SAR