

CASE STUDY: ZELDA SYMPHONY OF THE GODESSES

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:

Drive ticket sales to the Zelda: Symphony of the Goddesses, one night event on April 1st in New Orleans.

EXECUTION DETAILS:

- Campaign Flight: Jan. 18, 2016 – Feb. 14, 2016 (4 weeks)
- Media buy: Digital Billboards in New Orleans
- Geofence: 1 mile around digital billboards and key secondary locations (Saenger Theatre, Tulane University & University of New Orleans)

SIGNIFICANT RESULTS:

- SAR, which was optimized for, reported a 82% lift above benchmark.
- Secondary actions included clicks to the tour page of the website, click to Ticketmaster, and directions to the theater.
- Attribute Legend of Zelda's lift in SAR to the OOH priming effect.

