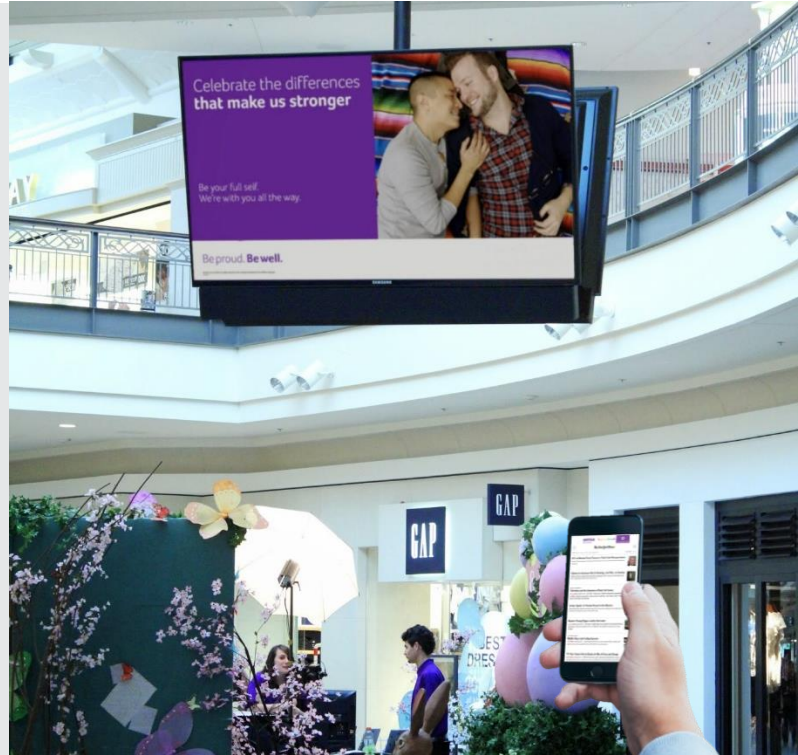


CASE STUDY

Client: Insurance

Campaign Objectives

Support Pride Week in strategic markets in order to drive awareness for brand's position as the premiere LGBT health insurance provider.



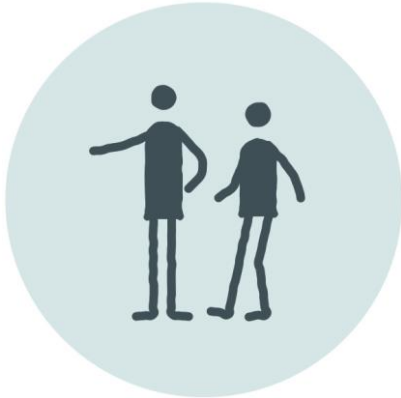
Approach

- Leveraged Vistar's cross-screen location-based platform to reach consumers in and around Pride Week events in local markets with relevant messaging across mobile and digital out-of-home.
- Maximized awareness by reaching consumers through high impact out-of-home placements in contextually relevant environments.
- Amplified engagement by reconnecting with exposed consumers through one-to-one messaging on mobile.

Key Learnings

- Cross-screen campaign was successful at reaching relevant audiences and driving favorable brand experience at scale.
- Digital out-of-home and mobile drove complementary results; DOOH messaging excelled at driving ad recall and brand favorability, while mobile messaging drove strong results against consideration and purchase intent.

Results



+76% lift

BRAND FAVORABILITY



+85% lift

BRAND CONSIDERATION



+84% lift

PURCHASE INTENT