

CASE STUDY

Client: Big Box Retail

Campaign Objectives

Drive awareness for retailer's brand of lawn mowers among men ages 35+ during the consideration phase for seasonal lawn and garden purchases.



Approach

- Leveraged high impact digital out-of-home advertising in contextually relevant environments that over-indexed for demographic target.
- Activated media in markets where temperature had risen to certain level to ensure messaging reached consumers at start of summer lawn and garden season.

Key Learnings

- Digital out-of-home advertising was successful in efficiently and effectively driving consideration and purchase intent for product.
- Campaign successfully reached qualified audiences and drove low funnel activity reflected in the lift in store visit rate among exposed audiences.

Results



+32% lift

CONSIDERATION



+66% lift

PURCHASE INTENT



+3.8X lift

PROPENSITY TO VISIT STORE