

Handi Helper

Problem

How do you create awareness for a new handyman company?

Solution

By using intriguing creative to increase interest.

Background

Handi Helper was trying to create its own business. The company had faced many challenges not having a website, no logo, and had never done any type of marketing before.



Objective

The target demographics were households and businesses in Washtenaw County that may have heard of Handi Helper, but didn't know how to contact the business. The company wanted to use its skills and trades to showcase its ability to help potential new clients with its handiwork.

Strategy

A poster campaign was used to blanket the Washtenaw County Market. Each poster was selected in town to target specific traffic patterns and demographics, ultimately choosing two of the posters with illumination. According to Geopath in 2016, "Going to 18 hours of illumination will increase the audience by 42%". In addition we used creative to go hand in hand with locations to provide a high ROI. A tease and reveal campaign was implemented.

Plan Details

Markets: Ypsilanti, MI

Flight Dates/OOH Formats:

- Flight: March 28 - December 18, 2016
- 2 single posters
- 2 posters wrapped to make a "bulletin"
- 2 eco-flex's were turned into 1 unit

Budget: under \$10,000

Results

Handi Helper's client base increased by 45 percent and sales increased by 37 percent. The company's largest client, Dunkin Donuts, heard about Handi Helper from the poster campaign.