

## Minneapolis St. Paul Plumbing

### Problem

How can Minneapolis St. Paul Plumbing Heating and Air break through the clutter of the saturated HVAC market?

### Solution

By concentrating out of home in strategic geographic locations in proximity to the target audience.

### Background

Minnesota has two main season changes that affect homeowners. Changing from warming your house in the winter and cooling your house in the summer. The need for functioning and service Air Conditioning and Heating units are key to lower energy bills and happy customers. These factors create a crowded HVAC vertical in the Twin Cities Metro. Minneapolis St. Paul Plumbing Heating and Air uses strategically placed billboard locations to create a top of mind brand presence in the market during key season changes and continue to sustain share of market in a crowded category.

### Objective

The goal was to drive brand awareness, overall favorability, and sales. The target was homeowners and adults over the age of 35, who would more traditionally own a home.

### Strategy

Out of home was utilized to extend brand awareness in coordination with other mediums. Out of home has allowed MSP to be extra creative during drive time traffic with impactful images and be targeted in areas density populated by homeowners and adults aged 35 years old and older. The goal was to drive brand awareness, overall favorability, and sales.

### Plan Details

Markets: Minneapolis

OOH Formats: Posters, Bulletins

Budget: \$10,000 and over

### Results

Revenue was analyzed by zip codes that are near and/or serviced via commute around the billboard units or reside inside. This was done on an annual basis and YOY comps are measured for growth in zip code revenue. One unit in particular helped drive 140% growth in revenue in communities around the particular billboard unit.



## Additional Information

The agency/client has done a really great job rotating lots of creative and will often have new creative every 4-8 weeks. In addition, they have pushed the envelope with the creative on printed bulletins, to include top, side, and bottom extensions in varying levels and sizes almost always. This creates an additional level of differentiation in the market place.

