

Rees Jewelry

Problem

How does Rees Jewelry build greater awareness in an area they have been for decades?

Solution

By using out of home and social media collectively with a creative campaign.

Background

Rees Jewelry is a local store that has operated in Nacogdoches since 1981. Despite their decades of operation, they found that much of the community didn't know they existed. They needed an advertising solution that would reach farther than their current social media efforts in order to grow brand awareness. They had a limited budget, so they needed the biggest bang for their buck. They also needed proof that out of home was worth the investment. The out of home company needed to deliver an effective campaign to build the client's confidence in the media.



Objective

The goal of this campaign was to maximize a small budget to make a big impact. Rees needed a high-impact out of home location that would reach a large portion of the community and raise their brand awareness.

Strategy

To give Rees the most exposure possible, one billboard was chosen on the major route leading into Nacogdoches. The goal of the first campaign was to get their name out into the community. The goal of the digital campaign was to advertise their various lines of service. After the success of the one billboard on the major entryway to the city, a digital was added to the campaign. The digital billboard with highest impressions that was located on a road leading to the store location was chosen. The location of the board also captures people where they are shopping, dining, and etc. allowing for numerous opportunities for interactions with their potential customer.



They used digital's social media capabilities to feed their Facebook page to their digital billboards. A key component to the success of this campaign was their ability to tie all of their advertising together to create a cohesive look for the business. Artwork for this campaign played a huge role. Ads for every media type purchased had a consistent design to create a connection with potential customers. They changed their digital artwork to stay interesting and utilized digital capabilities to connect their social media accounts.

Plan Details

Markets: Tyler, TX

Flight Dates: November 2018 - December 2018

OOH Formats: 2 billboards, mobile, direct mail, print

Budget: under \$10,000

Results

For the 4th quarter from 2017 to 2018, they spent almost 50% more on total advertising and they saw a 55% increase in repair sales in Q4, along with a 45% increase in gross profit. The success of that one board led to them buying a larger digital campaign at the end of the year to drive holiday sales. Rees plans to continue their out of home advertising.