

Vroom

Problem

How do you introduce an online car buying and selling website into its target demographic?

Solution

By using a strategically placed OOH campaign with storytelling creative.



Background

Vroom is a website for anyone who aspires to be a no-nonsense car consumer. Vroom is dedicated to being the smartest and most straight-forward way to buy and sell cars. Vroom's ongoing mission is to be your most reliable source. Vroom was looking to use OOH to amplify its brand. The website wanted consumers to know that they could buy their new car online with free nationwide delivery and a one-week in-home test drive. Additionally you could also sell your car to Vroom in minutes, without leaving your home. Vroom had several challenges; they were relatively unknown, it had just acquired a major competitor, Texas Direct Auto, they were unsure how to utilize OOH effectively to convey their major brand attributes, and the markets.

Objective

Vroom's goal was to stand out and increase website traffic while introducing the website to its target demographic in both Austin and Phoenix. The target market included ages 35 - 66, with an average credit score of 720. Vroom wanted to increase brand awareness through key OOH placements that allowed for various creative messaging.

Strategy

For both Phoenix and Austin, market rides were conducted to fully vet out the market. Vroom utilized Scarborough data to hone in on roadways most heavily utilized in each market by A35-65 with a HHI of \$100k+ (target demo). The website heavily relied on Geopath OOH ratings to ensure correct placement. Lastly, it focused on sequential OOH placements. The key part of Vroom's creative is its storytelling. There was a heavy focus on its brand attributes, it wanted 3-4 billboards within a 5-mile stretch that continuously engaged the consumers. Special focus was also given to placements near car dealerships and Vroom competitors.

Plan Details

Markets: Phoenix, AZ and Austin, TX

Flight Dates/OOH Formats:

- Phoenix
 - Flight: June 27 - September 4, 2016
 - 28 Bulletins
 - 88.9MM Target in-market impressions
 - 75.3% Reach and 29.8 frequency
- Austin
 - Flight: July 4 - August 28
 - 19 Bulletins
 - 54.7MM target marketing impressions
 - 91.6% Reach and 37.5 frequency

Budget: \$10,000 and over