Problem
How do you increase attendance during games for the upcoming season?

Solution
Use digital OOH to display weather updates that could impact or encourage attendance.

Background
The challenge was to connect with White Sox Fans in a relatable way based on the current weather conditions. Current weather conditions often impact ticket sales, so it is important to encourage attendance.

Objective
The campaign objective was to increase White Sox game attendance among A18+ and families.

Strategy
The planning team used digital weather triggers that displayed immediate weather updates to commuters near White Sox stadium.

Plan Details
Market: Chicago
Flight Dates: May - July 2015
OOH Formats: Digital bulletins with weather triggers utilizing temperature and rain.

Results
The client was very happy with the results. The digital bulletins showed dynamic and up to the minute conversation with the audience on weather that could impact or encourage attendance. This was a campaign that could not happen in any other media other than OOH. The vendor company had a number of boards near the White Sox park, which amplified and expanded their brand’s presence in the area.