

Sacramento Municipal Utility District

Background

The Sacramento Municipal Utility District was a long-time advertiser with OOH, but also utilized radio, print and TV advertising. They were also investing in digital advertising because of the optimization it offers.

Objective

SMUD used advertising to bring awareness to multiple initiatives throughout each year with a special focus on their educational "Time of Day" campaign. The program offered rate differences depending on usage at different parts of the weekday. They were already using OOH but were open to exploring new ways to extend their OOH campaign.



Strategy

The decision was made to use digital OOH for its flexibility since SMUD's initiatives would alter throughout the year. SMUD has a very tight coverage area and cannot advertise outside of that area. Mobile was introduced to provide additional exposure in areas with lighter OOH coverage and as a way to extend the campaign messaging digitally. Messages were dayparted to communicate the reduced rates during the day on weekdays. The campaign targeted adults 18+, using digital OOH and mobile. The mobile geotargets included a 5-mile radius around the OOH bulletins and zip codes within the SMUD coverage area. OOH and mobile creative were updated every 8-10 weeks, with mobile performance optimized towards the best performing ads.

Plan Details

Market: Sacramento, CA

Flight Dates: 52-week campaign

OOH Formats: Digital bulletins

Budget: \$10,000 and over

Results

Optimized mobile performance led to an average 0.52% CTR over the campaign duration, 5X greater than the industry benchmark. High mobile engagement drove a 33% increase in mobile impression delivery year-over-year. SMUD increased their mobile budget by 15% due to high performance and strong click-through rates produced by the OOH campaign.