

Kevitch Chung & Jan

Problem

How do you increase awareness for a plastic surgeon using an OOH campaign?

Solution

By using a rotary OOH campaign with intriguing creative to draw the attention of a passerby.

Background

KC&J wanted to gain market share of other areas of town by placing OOH on the main roadway to increase awareness of the practice.

Objective

The objective was to increase awareness in the Lehigh Valley in the the adult population, which includes 100,000+ households. KC&J wanted to deliver a targeted OOH campaign of over 22 million impressions.

Strategy

A three-unit bulletin rotary campaign was proposed to target the demographic. Using Geopath OOH ratings for the unit, it showed how the units proposed met the target audience. The posters would allow KC&J to deliver messages in key areas where there is not bulletin coverage.

Plan Details

Markets: Bethlehem, PA

Flight Dates/OOH Formats:

- Flight: January 2 - December 31, 2016
- 11 cycles of three rotary bulletins each cycle
- Delivering 2,075,100 impressions per four week cycle
- The creative designs were rotated as the rotary locations changed

Budget: \$10,000 and over

Results

The campaign was successful in increasing awareness of KC&J. Web traffic is up 25 percent, new patients have increased to 1,442 in 2016, its the best year to date for revenue. The practice was able to add an additional doctor and two additional staff members due to its growth. The practice attributes the success to the OOH campaign.

