Campaign Objective:
Increase brand engagement with a Health Club and drive visits among consumers in the New Year’s resolution mindset throughout Central Florida.

Solution:
Leveraged proximity and RADAR targeting to select bulletins within 5-miles of locations that over-indexed for Adults 21-34 and gym goers. Activated RADARConnect to amplify messaging by re-targeting those exposed to OOH and those at competitor gym locations in the market.

Additional Insights:
Over 31% of those exposed visited a gym location 10+ miles from where they live and 29% of those exposed visited a location 10+ miles from where they last saw an OOH ad.

41% of those exposed visited a gym location 12+ days after their last exposure to an ad.

Visit Rate to Gym Locations

- OOH Unexposed: 1.96%
- OOH Exposed: 3.85%
- OOH + Mobile Exposed: 8.94%

+96% +356%

Source: CCO RADARConnect results and findings based on analysis of mobile campaign performance metrics; CCO RADAR / Cuebiq: Geopath OOH Ratings, March, 2019.