

## Brightland

### Background

Brightland, a California-based company that makes “consciously crafted” olive oils and vinegars wanted to introduce its artisanal products to New York consumers.

### Objective

#### Increase Website Visitation:

Focus on consumers of organic and artisanal foods, shopper leads of families, and retail buyers, to drive brand awareness and website traffic.

### Strategy

Brightland deployed multiple trucks with eye-catching creative on routes that passed by major retail hubs and delivery points during the peak holiday selling season.

### Plan Details

Market: New York, NY

Flight Dates: Q3 2021

OOH Formats: Truckside mobile billboards

Target Audience: Consumers of organic and artisanal foods, shopper leads of families, and retail buyers

Budget: \$10,000 or more

### Results

The campaign generated a 60% increase in visits to Brightland’s conversion webpage. Overall, the cost of acquisition was \$19, which is significantly lower than other media campaigns.

