Background
The City of Long Beach wanted to make the community aware that the selling of flavored tobacco is prohibited inside the city limits.

Objective
Increase Website Visitation:
The city wanted to generate awareness for resources that are available for those who want to quit smoking and vaping with young adults as a key target.

Strategy
They selected high-profile bulletin locations in high-traffic areas, then added bus and bus shelter ads for additional reach. There was also a mobile campaign to maximize reach with residents on the go.

Plan Details
Market: Long Beach, CA
Flight Dates: 8/9/21 - 8/16/21
OOH Formats: Bulletins, Posters, Bus Shelters, Bus Tails, and Mobile
Target Audience: Young adults and adults in Long Beach
Budget: $10,000 or more

Results
The campaign generated a 0.16% click through rate, along with 15 secondary actions and a 1.63% SAR.