

City of Long Beach Tobacco Education and Prevention Program

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.