



# OOH Case Study

## 3MD Trucking

### Problem

How can 3MD Trucking create positive brand perception to become the go-to trucking service?

### Solution

By placing creative in key local highway chokepoints to maximize exposure to the target audience.

### Background

3MD Trucking is located in Chicagoland. They are in a extremely competitive vertical and continuously looking to stand out.

### Objective

The objective was to drive brand awareness and positive recognition among industry peers by promoting messages to impact all members of the local trucking industry.

### Strategy

3MD's strategy was to reach a local, targeted audience of men 25-59 to keep their brand top-of-mind and become the go-to trucking service for all of their clients' needs. The campaign was spread across strategically-placed, audience-driven billboards on Chicagoland's expressways and key surface streets.

### Plan Details

Markets: Chicago

Flight Dates: November 2018 - December 2018

OOH Formats Used: Bulletins

Target Audience: Males 25-59

Target Audience TRP: 72

Target Audience Reach: 22

Target Audience Freq: 10x per 4 weeks

### Results

3MD's campaign generated an immense presence among the local trucking industry that led to an increase in sales, industry partnerships, and new clientele.

### Testimonials

"We have received a lot of positive feedback and recognition from our industry on the campaign. Our billboard program helped us gain new customers and increase sales significantly." - Milos Durdevic, Business Manager

