

## AAA Hudson Valley

### Problem

How can out of home help AAA reach their yearly membership goal?

### Solution

By advertising on bulletins that include a promo code.

### Background

AAA Hudson Valley was one of two AAA clubs in the area. AAA's challenge in advertising was that they needed to reach people who live or work in the coverage area - those most likely to need their services.

### Objective

The goal of this campaign was to boost membership at the end of the year so that the club could achieve its overall yearly membership goal. This could include new memberships, gifts of memberships, or renewing of previous memberships. Their target audience includes drivers, parents of young drivers, and anyone who may benefit from AAAs road and travel services.

### Strategy

Out of home was the most obvious choice to reach drivers. Two traditional bulletins and one digital bulletin billboard were utilized on the two major interstates in the market, appealing to commuters as well as retail and general travel. Additionally, a digital poster was utilized on a secondary road, not far from local malls and a university. The message utilized an image of their animated character from the television commercials, airing on local cable and broadcast.

### Plan Details

Markets: New York

Flight Dates: November 26, 2018 - December 31, 2018

OOH Formats: 2 Digital and 2 traditional bulletins

Reach: 63.62% with a frequency of 9.2

Budget: \$10,000 and over

### Results

The client tracked 119 new memberships utilizing the "BB" promo code, while local internet/tv advertising tracked six new memberships.

