



OOH Case Study

CHILL

Problem

How can OrderCHILL.com create a presence in the cannabis industry against brick and mortar competitors?

Solution

By posting location-based messaging to reach affluent, wellness-minded consumers.



Background

OrderChill.com is a cannabis delivery service in San Francisco, CA. Their main competition in the cannabis space is physical dispensaries in the San Francisco market. CHILL wanted to be seen near these brick and mortar establishments and introduce their brand.

Objective

The objective was to promote cannabis delivery with high end clients possibly found among Whole Foods shoppers. The campaign looked to target the “Whole Foods” demographic: quality and wellness-driven consumers who do not mind spending more for products they have deemed safe, credible and high quality. The primary focus of the campaign was to reach the female demographic, 35 to 55 years of age.

Strategy

Use venue-specific out of home with a non-traditional spin. The agency focused on key San Francisco neighborhoods, such as Haight-Ashbury and Laurel Heights, with creative messages such as ‘Like a Personal Shopper’ seen in retail stores and boutiques, ‘Like a Waiter’ seen in restaurants, or ‘Like a Tour Guide’ seen in tourist hot spots.

Plan Details

Markets: San Francisco

Flight Dates: April 2019 - August 2019

OOH Formats Used: Window Poster Displays

Target Audience: Primary Audience: Females A35 - 55 Secondary Audience: Females and Males A25-34

Total Impressions: 9.5 million

Results

Originally scheduled to be a four week campaign, CHILL added four more periods to the campaign, with anticipated continuation through the end of 2019.

