Crayola Experience Grand Opening Campaign

Campaign Objective

Crayola launched an out of home (OOH), attribution, and mobile campaign to promote the opening of the “Crayola Experience” store in Texas. The OOH campaign spanned six months and included 13 OOH billboards. The mobile campaign’s goal was to target consumers in the Dallas DMA and entice them to visit the Crayola Experience store in Plano, Texas. This mobile campaign was successful because it geo-fenced competing tourist attractions such as the Dallas World Aquarium, the Dallas Zoo, Six Flags Over Texas, and Globe Life Park.

Campaign Details

Timeframe: March 20, 2018 - September 2, 2018
Market: Dallas
Format: Digital Bulletins, Static Bulletins
18+ Impression Delivery: 111,469,800 OOH Impressions; 1,428,233 Mobile Impressions
Points of Interest: Dallas World Aquarium, Sea Life Aquarium, Dallas Zoo, Fort Worth Zoo, Six Flags Hurricane Harbor, Six Flags Over Texas, and Globe Life Park in Arlington
Campaign GRP Totals: 578.1 GRPs

Results

- 6,481 mobile clicks
- .45% click through rate
- +222% above industry average
- 1,104 total verified walk-ins
- 589 unique verified walk-ins
- 17% walk-ins to click ratio
- 67.4% of verified walk-ins driven by OOH exposure
- 47.5% of verified walk-ins driven by OOH and points of interest visitation

Source: Lamar Advertising Company