



# OOH Case Study

E6PR.com

## Problem

How can E6PR.com spread awareness of its innovative new product?

## Solution

By employing humor and nostalgia as the theme of the out of home campaign.

## Background

Since Springfield, Oregon is the city "The Simpsons" television show is based on, the client wanted to take advantage of this opportunity to spread awareness about their new eco-friendly can holders.

## Objective

E6PR leveraged humor for their out of home campaign to drive awareness with local businesses.

## Strategy

They used Simpson's phrases like "The Most Famous Beer From Springfield" and "Okily Dokily" (a phrase commonly used by Homer) to link the relationship between their product and the town. They also commonly used a call out to "Matt" (Matt Groening the creator of The Simpsons) along with references to other Simpson's characters.

## Plan Details

Markets: Eugene, OR; Springfield, OR

Flight Dates: March 25, 2019 - April 7, 2019

OOH Formats Used: Poster

Target Audience: Local Businesses

## Results

They received attention from the local news stations about the posting. Local news came and documented the installations and highlighted it on the local news stations.

