



OOH Case Study

EyeBuyDirect

Problem

How can EyeBuyDirect increase brand awareness to drive website visitation and generate sales?

Solution

By engaging consumers with a mass market out of home strategy featuring their competitive pricing.

Background

EyeBuyDirect is a direct-to-consumer (DTC) eyeglass company. They do everything in-house from concept, to design, and manufacturing. They are in an extremely competitive vertical with many other DTC optical manufacturers.

Objective

EyeBuyDirect's objective was to create brand awareness in their test market, Chicago, and encourage consumers to check their website for substantial savings on eyewear. As a newer company that had never advertised, they were looking to create brand loyalists for their product.

Strategy

Beyond mass market tactics across Chicagoland, their strategy was to reach a target audience of females 21-54 years old. This segment tends to be the main purchase decision maker for eyewear. EyeBuyDirect's original Chicago program ran from May thru September. The campaign was spread strategically on audience driven OOH locations throughout Chicagoland which included bulletins and digital out of home.

Plan Details

Markets: Chicago

Flight Dates: May 2019 - September 2019

OOH Formats Used: Digital bulletins, Static Bulletins

Target Audience: Females 21-44, General Market 18+

Audience TRP: 2845.9

Audience Reach: Target Audience - 75%; General Market - 72%

Audience Freq: 38.1x

Total Impressions: 63.6+ million with females 21-54; 195 million with general market



Results

EyeBuyDirect had a substantial increase of online activity coming directly from Chicago, which led to a record number of new customers from the market. Chicago sales, social media, and web engagement increased significantly when the out of home campaign went live and has remained steady throughout the program.

Per EyeBuy's analytics, they have seen a significant uptick in web and purchase activity coming out of Chicago. New customers in the Chicagoland area far exceeded any other U.S. market.

EyeBuyDirect used Chicago as their trial market to test the efficiency of out of home. After far exceeding their Chicago goals, they have extended their Chicago program and expanded their markets to Dallas, Washington D.C., New York, and Atlanta.

