



# OOH Case Study

## Greenridge Farm

### Problem

How can Greenridge Farm connect to the Chicago area health conscious consumer about its all-natural products?

### Solution

By engaging the family shopping consumer with targeted out of home.

### Background

Greenridge Farm produces fresh, handcrafted deli meat, sausage and cheese. Located in Chicagoland, Greenridge distributes across the nation. They've built their brand on producing all-natural, high-quality products, sourcing only the freshest ingredients. They compete with national brands selling similar products in a segment that is highly competitive and continually evolving.

### Objective

Greenridge Farm's objective was to significantly increase brand awareness in Chicago and engage conscious consumers to look for their distinct labels and ask for or about their product by name at the local deli counter.

### Strategy

Beyond mass market tactics, 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 deli meats. They also looked to reach millennials and health-conscious consumers with their all natural messaging.

### Plan Details

Markets: Chicago

Flight Dates: July 1, 2018 - December 31, 2018

OOH Formats Used: Bulletins, Digital OOH Network, Trestles

Target Audience: Females 25-54, Millennials, General Market

### Results

Greenridge had a substantial increase in the number of customer comments and a great recognition to the campaign with retail partners. Vendor feedback was overwhelmingly positive, as deli meat consumers continually asked for or about the brand at grocery store locations. Sales, social media, and web engagement increased significantly after the out of home campaign went live and remained steady throughout the program.

### Testimonials

"Having the billboards has been a great decision for Greenridge Farm. It has built immense awareness for the brand throughout the Chicago market." Michael Madej - Founder



## Additional Information

With the out of home launch, the agency assisted with PR initiatives for Greenridge Farm. In the first 8 weeks of the campaign, they gained media exposure across 232 press outlets totaling a potential daily audience of over 81 million. Additionally, in that same time-frame social media mentions for Greenridge Farm increased by over 200%.

Audience Reach: 96.4%

Audience Freq: 10x per 4 weeks

Additional Metrics: Females 21-54 205,218,445 impressions and Millennials 240M+impressions. PR in 232 media outlets for 81M+ impressions.

