

Heineken

“Enjoyed in 192 Countries and Baton Rouge” Campaign

Campaign Objective

Heineken launched a mobile and out of home (OOH) campaign to target the African American demographic in Baton Rouge, Louisiana. The campaign geo-fenced three target zip codes, as well as 15 convenience stores, 10 OOH static boards, and a university. Across the campaign, the OOH billboards achieved 2,070,771 impressions and the mobile advertisements achieved 341,451 impressions.



Campaign Details

Timeframe: March 12, 2018 - April 16, 2018

Market: Baton Rouge

Format: Static Posters

18+ Impression Delivery: 2,070,771 OOH Impressions; 341,451 Mobile Impressions

Points of Interest: Southern University | 3 Zip Codes (73809, 70805, 70807) | 10 Static Posters |

Campaign GRP Totals: 2943 GRPs

Results

- 1,834 mobile engagements
- .54% click through rate
- +200% above industry average
- 3,125 verified walk-ins (VWI) exposed to OOH ended up at a convenience store
- 0.9% walk-in to impression ratio during the length of the campaign