



OOH Case Study

Homie

Problem

How can Homie build awareness and drive adoption with consumers in their test expansion market?

Solution

With a sizeable out of home campaign that can produce the maximum amount of impressions.

Background

Homie was entering into its second year of advertising and serving the Phoenix market. Growth was steady, but not happening at the rate that the company had been hoping for, as Phoenix was a test market for expansion. Homie needed to create both brand awareness and trust through its advertising channels, while also maintaining a cost effective CPM and far reaching strategy.

Objective

Homie was aiming to reach as much of the Phoenix CBSA as possible, while optimizing for reach, frequency, and high impressions at a CPM of \$3 or less. Arizona was the first market to launch outside of Homie's headquarters in Utah. The out of home campaign to gain brand awareness and market adoption as quickly as possible. The creative strategy was to launch billboards that created curiosity and not only made people aware of their name, but drove them back to the website.

Strategy

Implementation of a large general market rotary plan which optimized for 27M impressions per four weeks. Homie purchased 28 bulletins in the Valley of various sizes allowing them to post on any and all available units. Because of the rotational plan, several variations of the copy were printed and tracked to allow for some measurement of the success of the campaign.

Plan Details

Markets: Phoenix

Flight Dates: June 3, 2018 - July 28, 2018

OOH Formats Used: Static bulletins

Target Audience: Phoenix CBSA

Audience TRP: 27M Impressions per 4 weeks

Additional Metrics: \$3 or less CPM

Results

In a recent post-purchase survey, 64% of customers reported first learning about Homie via the billboards, leading them to use Homie to buy or sell their home. Because of this, Homie felt billboards are a strong part of the overall marketing strategy. It was a combination of messaging created by the creative team and the placement of the billboards that lead to the success of the campaign. The most memorable message was the board that read: "Dial-up. Oregon Trail. 6% Commissions. The internet has changed everything including commissions." The cam-



paigned contains a series of combinations of outdated items, naming the 6% commission model as one of these.

Testimonials

From Homie CMO Joe Grover: "Billboards are a great way to amplify a brand. In our case, Homie is a startup and we needed a marketing tool that would not only increase our footprint across the valley, but build trust. Billboards can make a startup look like a much bigger brand and we kept our CPM within a reasonable rate."

