



OOH Case Study

Illinois Gaming Systems

Problem

How can Illinois Gaming System create awareness for a company promotional contest?

Solution

By advertising in proximity to locations with gaming terminals.

Background

Illinois Gaming Systems (IGS) is placing gaming in establishments across Illinois. The category has become increasingly competitive with multiple vendors in market.

Objective

IGS's goal was to create awareness for partner establishments that host IGS's gaming terminals, as well as drive awareness of a new company-wide contest.

Strategy

The out of home campaign was in proximity of partner establishments to drive traffic to those locations and create awareness for their new promotional contest. Their Chicagoland campaign was spread across strategically placed, audience-driven digital network locations within three to five miles of partner establishments. The messaging was also updated regularly to create a sense of urgency among players.

Plan Details

Markets: Chicago

Flight Dates: February 2019

OOH Formats Used: Digital Bulletins

Target Audience: General Market 18+

Audience Reach: 17%

Audience Freq: 6.5x Frequency

Total Impressions: 1.9+ million

Results

Over the course of this campaign, foot traffic and gaming activity significantly increased across partner establishments. The program led to over 45,000 entries in IGS's promotional contest. 775 winners were drawn to receive over \$70,000 in cash prizes. Many establishment owners, IGS employees, and customers mentioned seeing the billboards throughout the promotion.

Testimonials

"Strategic, responsive, and results-driven; out of home will continue to be a key component in our marketing plans." Kaitlin Zullo
Marketing Manager, Illinois Gaming Systems

