



# OOH Case Study

## LOLA Apartments

### Problem

How can LOLA Apartments urge potential residents to come experience the complex?

### Solution

By communicating the upcoming opening and proximity of the new development with directional out of home.

### Background

LOLA, a new apartment complex in the developing Riverview area, was anxious to promote their community. Their goal was to book tours so potential residents could experience the incredible amenities that the complex offered. A digital billboard, located near the main entrance of the complex, was the perfect solution. It would direct potential residents to call or stop by and visit the property.

### Objective

The overall objective was to increase tour bookings and to direct potential residents to the property.

### Strategy

There are many new developments in the growing community of Riverview. Gaining optimal exposure by placing a directional billboard near the entrance of the complex would reach the audience LOLA was seeking as motorists traveled to and from work on a busy commuter route. The “Coming Soon” copy rotated with the directional copy letting potential residents know that LOLA was brand new and located just down the road.

### Plan Details

Markets: Tampa

Flight Dates: September 17, 2018 - May 13, 2019

OOH Formats Used: Digital bulletins

Target Audience: Adults 21+ Renters Commuters

Audience TRPs: 27.3

Audience Reach: 1.57

Audience Freq: 17.4

Total Impressions: 358,914 Target Audience (35 weeks)

### Results

The client saw an increased number of phone calls and traffic visiting their location as a result of the digital billboard ad campaign. Tours were booked as a direct result of the digital billboard campaign.

Without the digital billboards the majority of the local community would not have known about the newly developed LOLA apartment complex. The Riverview area is one of the fastest developing communities in the Tampa Bay region and this out of home location is excellent for reaching LOLA's target audience. As tours began to book and the complex started to fill up LOLA decided not to renew their contract for the digital billboards. After 2 months of not having the boards up, they asked to start their campaign again! They noticed a significant drop in traffic, calls, and tour bookings so they decided to continue advertising through the end of the year.



## Testimonials

“We feel like your board has helped us greatly to getting where we want to be at this point. On behalf of LOLA Apartments, our experience with out of home has been excellent. The billboards have aided in giving our apartment community much more exposure in the community. The majority of our tours have confirmed seeing us on the boards and we are more than thrilled!” – Jessica Hernandez, Marketing Director for Resident Management.

