



Attribution Case Study

OOH Drives Awareness for Mayo Clinic

Campaign Objective

Increase consideration and awareness while boosting brand perception against F18+.

Solution

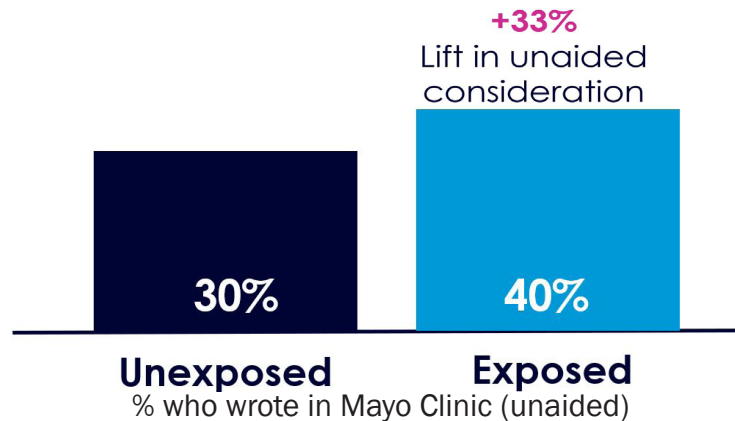
Strategic placement of DOOH near competitive hospitals in conjunction with a CCO RADAR brand study to evaluate the impact on awareness to women.

Campaign Details

Timeframe: 2/27/2017 - 5/21/2017, 12 Weeks
Market: Phoenix
Format: Digital Bulletins
18+ Impression Delivery: 47 Million impressions
Weekly GRPs: 100 Weekly GRPs



If you or a loved one needed medical care and could go anywhere, where would you go? (Paraphrased)



Insights

65%+ lift in unaided consideration among Females 18+

81%+ lift in unaided consideration among Adults 18-34