



# Attribution Case Study

## OOH Drives Purchase Intent for Hair Product

### Campaign Objective

Amplify brand sentiment and purchase intent among W18-54 at key retail locations.

### Solution

A poster campaign in proximity to key retail locations was activated throughout the market to obtain maximum brand awareness for the audience, and to drive purchase.

### Campaign Details

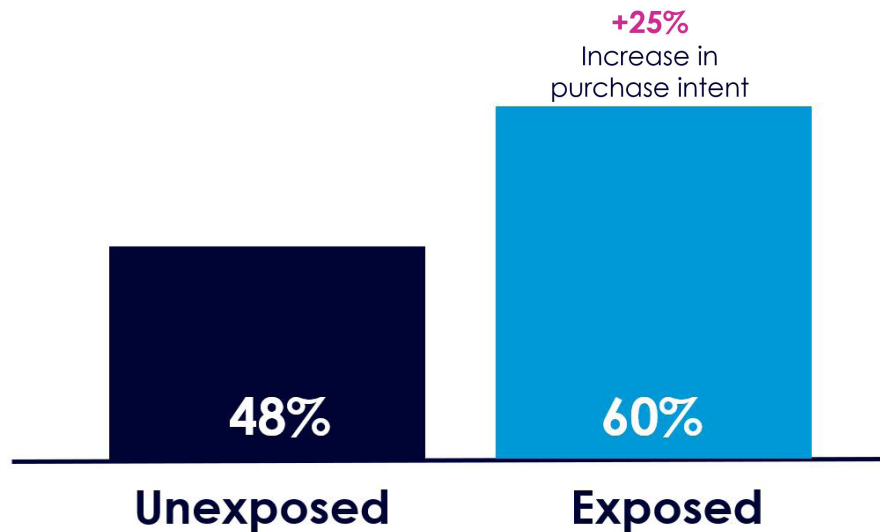
Timeframe: 1/30/2017 - 4/23/2017, 12 Week Campaign

Market: San Antonio and Atlanta

Format: Poster

Weekly GRPs: Atlanta 60 Weekly GRPs, San Antonio 60 Weekly GRPs

How likely are you to consider buying Client X hair care products?  
% selecting “Much More Likely” or “Somewhat More Likely” among women 18-54



### Insights

+29% lift in likelihood to seek more info about brand

+23% lift in agreement with statement “Brand has products relevant to my lifestyle”