



Attribution Case Study

OOH Drives Recall for Ice Cream Brand

Campaign Objective

Increase brand awareness for a favorite ice cream brand, and ensure recall at time of purchase.

Solution

Activate a five week OOH campaign using a combination of OOH street level and roadside formats. Drive consumers to purchase with a range of OOH formats within proximity to identified locations.

Campaign Details

Timeframe: 9/5/2017 - 10/9/2017

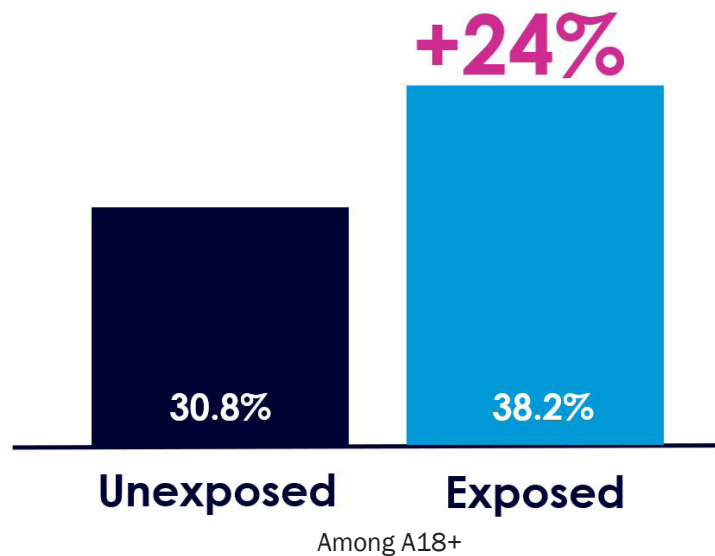
Market: Los Angeles, Dallas, Houston

Format: Bulletins, posters, kiosks, transit shelters

18+ Impression Delivery: LA - 76 Million impressions (264 units), Dallas - 46 million impressions (77 units), Houston 43 million (49 units)

Weekly GRPs: LA - 110 Weekly GRPs, Dallas - 160 Weekly GRPs, Houston 160 Weekly GRPs

Recall of Ice Cream Brand specific creative:



Insights

+30% lift in recall of the OOH campaign among those who have purchased ice cream in the past 30 days

+166% lift in recall of the OOH campaign among infrequent ice cream purchasers