OOH Drives Visits to Auto Dealerships - Los Angeles

Campaign Objective

Increase consumer awareness of branded holiday campaign and drive dealership visits throughout the Los Angeles DMA.

Solution

Used proximity targeting to select printed & digital bulletins, in addition to premiere panels within 5 miles of dealerships. The plan was optimized to provide roughly equal coverage to all 51 dealerships of the dealer group.

Campaign Details

Timeframe: 11/13/2017 - 12/31/2017, 7 Weeks
Market: Los Angeles
Format: 33 Printed Bulletins, 20 Digital Bulletins, 4 Premiere Panels
18+ Impression Delivery: 173 Million impressions
Weekly GRPs: 176 Weekly GRPs

% Visit rate to Auto Dealerships Exposed to OOH vs Unexposed to OOH

Unexposed to OOH: 0.41%
Exposed to OOH: 1.13%

+175%

Insights

Consumers exposed 13+ times had a visitation rate 2X higher than average
26% visited a dealership 15+ miles from where they live

Source: CCO RADAR December 2017