



# Attribution Case Study

## OOH Increases Recall for Chocolate Snack

### Campaign Objective

Increase awareness and drive purchase of a chocolate snack brand in the Boston DMA.

### Solution

Utilize locally relevant OOH messaging with total market saturation, and activate CCO RADAR behavioral targeting for units that over index against Target, Stop and Shop, Bed Bath & Beyond and Shaw's visitors.

### Campaign Details

Timeframe: 7/3/2017 - 8/20/2017

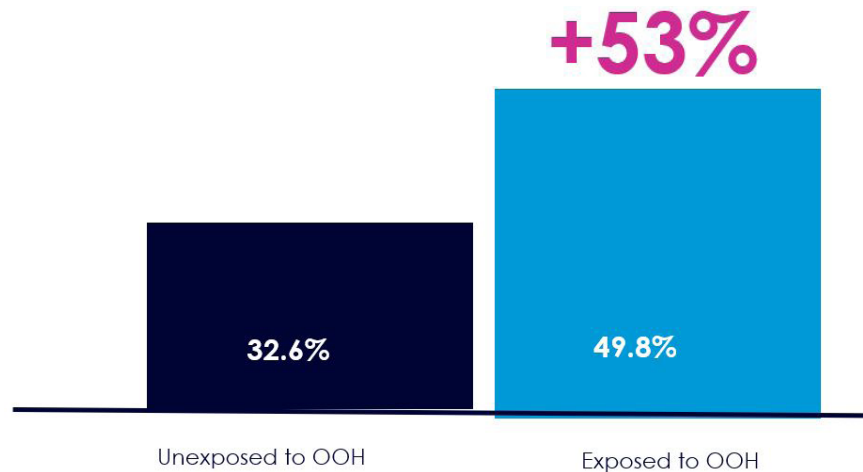
Market: Boston

Format: 25 Posters, 5 Printed Bulletins, 1 Digital Bulletins, 2 Station Digital Units

18+ Impression Delivery: 19 Million impressions

Weekly GRPs: 52 Weekly GRPs

Which of the following brands have you heard of?  
% selecting Chocolate Snack Brand  
Adults 18-24



### Insights

**18%+ lift in purchase intent among A18-24**

**26%+ lift in correctly identifying the brand as a "chocolate snack" among 18-24**