



OOH Case Study

Pardy & Rodriguez

Problem

How can Pardy & Rodriguez better connect their brand to the Hispanic American community of Orlando?

Solution

By maximizing reach and frequency through the use of OOH and mobile.

Background

Pardy & Rodriguez, PA practices personal injury and insurance dispute law in and around the Orlando area. Central Florida has a large Hispanic American population and Pardy & Rodriguez launched a brand specific to the personal injury side of their practice to target services to Hispanic Americans in the Orlando market.

Objective

The objective was to promote the Pardy & Rodriguez speciality in personal injury cases to Spanish-speaking adults 18+ in the Orlando market.

Strategy

A combination of out of home and mobile in-app advertising was used to target the demo.

Plan Details

Markets: Orlando

Flight Dates: May 14, 2019 - June 30, 2019

OOH Formats Used: Static Bulletins

Target Audience: Hispanics 18+

Plan TRPs: 494.9

Plan Reach: 41.8%

Plan Frequency: 11.8

Total Impressions: OOH impressions - 432,966; Mobile Impressions - 681,549

Results

The mobile campaign generated over 3,000 clicks on banner ad, 307 secondary actions, and a secondary action rate of 9.9% (over 3Xs the benchmark).

