



# OOH Case Study

## Spectrum Capital

### Problem

How can Spectrum Capital gain exposure for recent residential developments in the New Orleans area?

### Solution

By utilizing flexible digital out of home capabilities.

### Background

Spectrum Capital wanted to highlight their new developments in the greater New Orleans area.

### Objective

The central objective was to increase brand awareness.

### Strategy

They elected to overlap digital inventory, paired with mobile advertising initiatives to create a complete campaign.

### Plan Details

Markets: New Orleans

Flight Dates: May 13, 2019 - June 16, 2019

OOH Formats Used: Digital Bulletins

Target Audience: Adults +18

### Results

We saw a 319.67% lift above the mobile secondary action rate benchmarks.

