



OOH Case Study

World of Fruit

Problem

How can World of Fruit create brand awareness for the opening of its fruit-themed installations?

Solution

By placing bulletins in strategic local areas to reach a broad audience.

Background

World of Fruit was having a fruit-themed immersive tasting experience featuring eight interactive fruit forward installations and wanted to create awareness to drive ticket sales in Los Angeles. They were specifically targeting LA residents in the Melrose, La Brea, Fairfax, and Miracle Mile areas.

Objective

The objective was to have creative that was bright and eye-catching, giving people a preview of what to expect in their multi-sensory installations.

Strategy

World of Fruit utilized two static bulletins in the West LA area to reach their target audience and promote their installations.

Plan Details

Markets: Los Angeles

Flight Dates: March 25, 2019 - May 26, 2019

OOH Formats Used: Static Bulletins

Target Audience: General Market

Results

Natassia Trinh, director of marketing and media, says that she believes out of home is a valuable awareness driver and World of Fruit did receive email inquires and outreach from people seeing the billboards.

Testimonials

"I would absolutely recommend OOH as placements are premium and their large glossy formats look great. They also offer prime locations that have full, prominent visibility, which is key."

