Problem
How does a company with a very niche market grow its consumer base?

Solution
Utilize an OOH campaign focused on unique creative to drive a general audience to learn about the company.

Background
The current state of the brand was that Brickmania had been around 16 years and was very successful but mostly within a very niche market. There was a need to gain aided and unaided awareness and consumer engagement on a larger scale. In addition, the store at Mall of America needed some promotions for its next local event, as well as Brickmania’s new store opening in Chicago.

Objective
The advertising objectives were to increase aided and unaided awareness for the brand, expand the niche audience to a larger group, and promote the current and new store opening.

Strategy
Creative needed to drive this campaign. Static bulletins were utilized with supplemental digital to promote the upcoming events. In addition, the team featured each lego character on a different bulletin all with simple branding to prompt consumer curiosity, driving the audience to Google to learn more.

Plan Details
Markets: Minneapolis and Chicago
Flight Dates: Summer 2016
OOH Formats Used: Static/Digital
Target Audience: Male dominated, family oriented for events, kids, and anyone interested in history
Budget: All budget went to OOH. Allocated with a primary emphasis on static, supplemental digital elements.

Results
Several people mentioned ads. Overall the campaign increased brand awareness and showed an increase in local market awareness.