

Bridgestone

Problem

How does a tire company effectively communicate just how tough its product is?

Solution

Create a visually enticing OOH campaign that demonstrates that even a strong puncture or arrow won't destroy its product.

Background

Bridgestone had become an Olympic sponsor and wanted to utilize Olympic inspired creative to promote the 2016 Rio Olympics and its sponsorship.

Objective

Program Objective:

- (1) Drive unaided brand awareness of Bridgestone through archer campaign
- (2) Generate newsworthy PR and consumer social buzz by showcasing the Bridgestone brand as a thought leader in communicating resonate messages about the tire industry

OOH Placement Objective:

- (1) Communicate how incredible it is that DriveGuard can take a puncture from a razor sharp arrow & still go 50 miles
- (2) Focus on placements that will be visually stimulating for this creative execution
- (3) Tactical considerations include: A Nashville placement with high Bridgestone teammate visibility

Strategy

Utilizing the dynamic creative that was available, and focusing on the need to generate buzz, the OOH team looked for consecutive billboards that were in the line of site of one another and could accept the dynamic messaging.

Investigating traffic patterns across the top 10 markets and Nashville (Bridgestone home market), key highways were determined.

From there, all vendors were RFP'ed to submit all available placements that fell within the defined roadways and areas. The team compiled and mapped all available media in market, looking for these units. Once chosen the team relied on in-market partners and google to confirm line of site and visibility.



Plan Details

Markets: Dallas, Chicago, Nashville

Flight Dates: June 2016 - September 2016

OOH Formats Used: Bulletins with extensions and props

Target Audience: Safety focused, Adults 25-54

Budget: \$225,000, All costs had to include space, production, extensions, and props

Results

The campaign received positive feedback surrounding the units that were chosen.

Testimonials

Bridgestone was very happy with the entire execution and has considered including OOH to support other future initiatives.

Additional Information

YouTube video: https://www.youtube.com/watch?v=9r434vdzZuA&feature=em-share_video_user

