Problem
How does a water purification service cement itself as the water treatment experts of its home state?

Solution
Create an OOH campaign promoting this message in target neighborhoods throughout the state.

Background
Commers provides water softners, salt, water filters and other ancillary products/services for water purification. The company wanted to promote its new message of being “Your Minnesota Water Treatment Experts”.

Objective
Increase awareness with homeowners within certain neighborhoods in the Mapls-St Paul market that Commers is the Minnesota water experts.

Strategy
A plan was inititated that included utilizing multiple units across the market that would rotate throughout the summer and fall months in order to maximize reach, all while maintaining good frequency.

Plan Details
Markets: Minneapolis - St. Paul
Flight Dates: May 2016 - September 2016
OOH Formats Used: Bulletins
Target Audience: Adults 35+
Budget: Budget was spread out over 5 months using multiple locations at once.

Results
Initial results showed an increase in web traffic and also a substantial amount of comments from new customers on the out of home creative.