Fantastic Sams

Problem
How does a salon reach new customers when its print advertising is no longer producing satisfactory results?

Solution
Create a poster-blitz campaign with a fresh logo and limited-time deal to attract the target demographic.

Background
Fantastic Sams needed new customers and new revenue. The unique challenge for Fantastic Sams was that its print advertising was no longer producing a satisfactory ROI. The team presented Fantastic Sams the opportunity to develop a new business logo, ultimately reaching new customers to drive more new revenue. Fantastic Sams has three locations in the greater-La Crosse, WI, area.

Objective
The primary objective was to drive more new customers and new revenue to Fantastic Sams’ salons by introducing a new business logo to target both men and women P18+.

Strategy
Fantastic Sams’ overall ad budget was $80k annually, with the majority of that going to television. Its print, as stated above, was not performing. The salon had a single billboard asset that was part of a long-term branding campaign. This campaign was particularly focused on promoting two of its three stores (one of their stores is located over the Mississippi river in Winona, Minnesota). The team suggested that Fantastic Sams purchased 10 additional posters located throughout the greater La Crosse-area for a 7-day period to help drive more new customers and more new revenue. Fantastic Sams also agreed upon a special offer to create urgency - its normal haircut price was $15.99, but for this short campaign, it would be reduced to $10.99. There would be no print advertising to support this campaign, only the poster blitz plan.

Plan Details
Markets: Greater La Crosse area, including the suburb of Onalaska
Flight Dates: June 2016
OOH Formats Used: Static Posters, ten (10) total
Target Audience: P18+
Budget: Of Fantastic Sams $80k annual budget, $15,000 was allocated to the a single asset on an annual basis as part of its ongoing branding campaign; the poster blitz plan added another $2,500 to its overall investment.
Results
The results of the campaign were nothing short of astounding as one store received 50 new customers, and the other store received 51 new customers. All customers specifically mentioned the ad.

Testimonials
Here is an email testimonial from Fantastic Sams:
Hi Eric,
Just wanted to let you know that our second 10 board poster blitz is going really well. We got a lot of new guests (an important metric for us) during our first blitz in June and we are getting good results from our current blitz as well. Thanks for all the help designing the boards - especially love the scissors cut out we added on our regular Board.
Thanks,
Pam Engebretson
Fantastic Sams

Audience Metrics
Target Audience TRPs: 490.95
Target Audience Reach: 50.58%
Target Audience Frequency: 9.7
Additional Relevant metrics: $3.05 CPM, $3.56 CPP