Problem
How does a well-known vehicle brand increase consumer awareness about the many attributes of its products?

Solution
Utilize an OOH campaign that allows its audience to experience the product and what it has to offer.

Background
The team wanted to allow the general public to experience the Volvo product through a sensory experience. The goal was that viewers walk away educated on Volvo’s product offering, message in the marketplace, and fit within their lifestyle.

Objective
Through the signage at Santa Monica Place, at every angle, a consumer was able to experience Volvo whether through a picture of its interface, headlights, safety message, or actual product.

Strategy
The campaign strategy was to dominate the large format inventory at Santa Monica Place and the Santa Monica Parking Garages. The team also had 2 Vehicle Displays on-site with Volvo brand ambassadors.

Plan Details
Markets: Los Angeles
Flight Dates: August 2015 - September 2015
OOH Formats Used: 43 hand-selected locations along key freeways and highways Life Style Center and Parking Garages, Large Format Walls
Target Audience: General Market