BP ampm

Problem
How does a convenience store introduce itself in a new market?

Solution
Use OOH to create a visual representation of what the store has to offer.

Background
In the spring of 2008, ampm, a convenience store chain under the BP umbrella, was expanding east of the Rockies into Chicago and Atlanta and sought to drive traffic to its retail locations.

Objective
The advertising objective was to announce ampm’s entrance into the market in a way that would be unique, make an impact, break through clutter, and maximize a limited budget.

Strategy
The OOH strategy aimed to create curiosity and foster buzz through a four-week tease-reveal strategy that would familiarize people with the brand and drive traffic to trial. High impact bulletins and specially configured transit shelters were selected as the best vehicles to showcase the tease-reveal effort in the Chicago and Atlanta markets. The strategy incorporated custom fabrication and demanded close work with partners on all sides – a considerable challenge given the limited budget and 3 month time-to-market.

In Chicago, five unique 3D showcase shelters showcased actual food and beverages found in the BP convenience stores. Each week, chunks of products were removed to reveal more of the “Too much good stuff” tagline that had been obscured behind them, so introducing ampm to the market.

In parallel, three bulletins displayed larger-than-life 3D corndogs and beverage cups, weighing over 200 lbs each. The creative was changed on a weekly basis to reveal more of the brand message – “Now in Chicago.” A similar execution was deployed in Atlanta, with traditional bulletin-mounted props revealing more of the brand message each week. Developing and mounting 200-lb props was no easy feat, and it was only through close collaboration between media owners and partners that success was possible.

Plan Details
Flight Dates: March 2008
Markets: Atlanta, Chicago
OOH Formats Used: Bulletins and transit shelters

Results
The campaign succeeded in meeting BP’s goals of introducing the conveniences stores to new markets, as demonstrated by post-campaign research.

In Chicago, total unaided brand awareness increased by 29% from Q1 to Q3 2008. Total aided brand awareness increased by 39% and familiarity with ampm increased by 29%. In Atlanta, total unaided brand awareness increased by 10% from Q1 to Q3 2008. Total aided brand awareness (ABA) increased by 26% and familiarity with ampm increased by 20%.

The enormous buzz also generated PR. Public interest in the campaign was such that media owners even received calls inquiring as to the identity of the advertiser before the reveal. The campaign was most recently honored with a 2009 OBIE Merit Award for outdoor creative excellence.