

KPMG Federal Advisory

Background

Known for being auditors, KPMG Federal Advisory wanted to create brand awareness around the advisory services they provided to the federal government and position themselves as a technology provider.

Objective

Focus on the Pentagon, and other federal agencies for general awareness in the Defense and Federal Healthcare sectors, along with satellite agencies and military installations.

Strategy

KPMG used a layered OOH approach with 40 buses (kings with headliners), 12 commuter buses, 40 digital boards across 10 subway stations, 20 bike share locations, and geo-targeting in 30+ specific areas. KPMG also created a landing page where visitors could learn about them and their social media “scavenger hunt” to find ads and schedule a meeting.

Plan Details

Market: Nationwide

Flight Dates: August 2021 - November 2021

OOH Formats: Kings with Headliner Buses, Commuter Buses, Digital Liveboards, Bike Share locations

Target Audience: Specific federal agencies in the Defense and Healthcare sectors

Budget: \$10,000 and over

Results

The campaign delivered 2.8M+ impressions, and 7,548 clicks with a 0.27% CTR. The social campaign generated just over \$117,000 in earned media value with 700+ shares and 304 clicks.

