

OSO Climbing Gym

Background

OSO Climbing Gym needed to build their brand and drive foot traffic to their location, so they combined OOH and mobile advertising.

Objective

Increase Store/Business Facility/Special Event Traffic:

Drive online activation, locations visits and membership growth.

Strategy

They used billboards in a three-mile radius of the facility, digital billboards, the Downtown Digital Network, and in-app mobile advertising in surrounding zip codes to target men and women 18-54.. The in-app mobile advertising offered a free 7-day trial membership.

Plan Details

Market: Dallas, TX

Flight Dates: March 2021 - May 2021

OOH Formats: Static Billboards, Digital Billboard, Downtown Digital Network, and Mobile Advertising

Target Audience: Men and women 18-54

Budget: \$10,000 or more

Results

The campaign generated a 0.27% click through rate. OSO Climbing Gym tracked 10 location visits, and visitation and memberships increased throughout the campaign.

