

## Sit Means Sit

### Background

Based in Orlando, Sit Means Sit dog training faces two challenges – a saturated advertising market and big national brands that provide similar services. They needed an OOH campaign to drive traffic to the store, website, and increase class registrations online.

### Objective

They deployed their OOH campaign to drive traffic to the store, website, and increase class registrations online. Focus on residents who live close to the training facility, which is north of the downtown and theme park attraction areas.

### Strategy

Sit Means Sit focused on residents who live close to the training facility, which is north of the downtown and theme park attraction areas. They used eye-catching, emotionally appealing, and seasonally relevant digital billboard canine creative to make the ads stand out. The dogs' images were rotated on a regular basis to avoid creative wear-out.

### Plan Details

Market: Orlando, FL

Flight Dates: February 2021 - March 2021

OOH Formats: Digital Bulletins

Target Audience: Local dog owners, Orlando residents

Target Audience Reach: 33.94%

Target Audience Frequency: 3.18 in February, 2.4 in March

Budget: \$10,000 or more

### Results

Sit Means Sit increased training service clients to 900 dogs in 2021 - a 50% increase over 2020. The addition of OOH billboards was the only change in their advertising strategy, so they attributed the increase in clients to OOH.

