

WE INCREASED AUTO BRAND RECALL WITH OUT OF THE BOX OOH

In May 2021, an auto brand launched an ad campaign to drive brand awareness across the US of their new electric vehicle. This multi-operator, multi-market, and multi-platform campaign came together to augment awareness and positively impact brand perception.

The DOOH portion of the initiative was executed programmatically via Place Exchange and their SSP partner, Ubimo. The campaign was activated across Atlanta, San Francisco, Los Angeles, Boston, NY/NJ, Miami, Minneapolis, Nashville, Orlando, Philadelphia, Phoenix, and Tampa. A brand study was deployed in partnership with MFour to evaluate and measure the impact of the ad campaign on consumer perception.

KEY TAKEAWAYS

- Utilizing different formats and channels helped to increase reach and positively change perception of the auto brand. Adding OOH to the mix helps to further amplify those sentiments.
- Ad recall was higher across the board among those who were already aware or familiar with the brand, those who were familiar were also more likely to consider purchasing the new electric vehicle model and more likely to recommend it to others.
- The auto brand looked beyond standard brand lift questions within the survey and asked specifically about brand perception and discovered OOH advertising had a positive effect on how consumers looked at the brand.



AD RECALL AFTER BEING EXPOSED TO OOH

70%

PURCHASE CONSIDERATION

63%

PURCHASE CONSIDERATION WHEN SHOPPING

55%

PURCHASE CONSIDERATION

PERCEPTION AFTER BEING EXPOSED TO OOH

69%

AGREED THAT IT WAS A BRAND BUILDING FOR THE FUTURE

62%

AGREED IT WAS A BRAND MAKING EVS MORE ACCESSIBLE

61%

AGREED IT WAS A BRAND COMMITTED TO BUILDING THE BEST EVS

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

PLACE EXCHANGE

ubimo

mfour

OUTFRONT