

HARMLESS HARVEST SEES AN INCREASE IN FOOTFALL WITH OOH

OUTFRONT executed an OOH campaign for Harmless Harvest in Los Angeles using multiple formats. One of the goals of the campaign was to drive consumers to their nearest Whole Foods, where the product is carried. We partnered with Mira to conduct a footfall study to show the impact of their advertisements on exposed consumers.

STRATEGY & EXECUTION

- Market | Single Market, Los Angeles
- Ad Formats | Digital & Static Bulletins, Liveboards and Buses
- Proximity Targeting | Assets selected were within a distance of 1 mile or less to the nearest Whole Foods Store
- Campaign Duration | 4 weeks

MEASUREMENT

Through our partnership with Mira, all OOH assets utilized for the campaign were geofenced and the mobile ID's of those consumers who passed through the geofences were recorded. Nearby Whole Foods locations were also geofenced to allow Mira to see if any of the exposed devices visited any of the store locations, thus correlating exposure to visits.

Using a control vs exposed methodology, the measurement was twofold:

- 1) to see if there was a change in visits to Whole Foods among both groups from pre-campaign to post-campaign
- 2) to compare the change in visits of the two groups to see if there was a significant lift among the exposed group vs. the control group

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.

SOURCE: OUTFRONT COMMISSIONED STUDY WITH MIRA, 2021



RESULTS

MIRA FOUND THAT THOSE WHO WERE EXPOSED TO THE OOH ADS WERE

20%

MORE LIKELY TO VISIT A WHOLE FOODS STORE THAN THOSE WHO WERE NOT EXPOSED TO THE OOH ADS