

OOH BOOSTS AWARENESS & SALES FOR ADU DEVELOPER



OBJECTIVE

Increase brand awareness for ADU Geeks and bring in new customers from the San Diego DMA.

SOLUTION

Focus OOH campaign on target neighborhoods with properties that meet plot-size requirements and leverage printed boards for 100% share of voice.

Targeting key neighborhoods with printed boards resulted in a significant lift in every brand metric and KPI for the advertiser.

369%

Sales lift in the San Diego market as compared to pre-campaign period.

511%

Increase in Google Search activity and more than 4X lift in web traffic since the start of the OOH campaign.

60%

Inbound calls originated from OOH audiences

Also, OOH drove walk-in leads, customers who were exposed to a nearby billboard.

"(Our billboard advertising campaign is proving) to be the best decision we could have made for ourselves. We're targeting the residents living in the same neighborhood where our billboards are located. Without fail, every neighbor who calls us from our billboards comes to us with trust already being established, making our initial conversation way smoother!"