

# OOH DRIVES IN-STORE TRAFFIC FOR HOME IMPROVEMENT STORE

## Campaign Objective:

Generate brand awareness and drive increase in walk-in traffic for (2) newly opened All Flooring USA showrooms.



## Solution:

Utilized OOH units within close proximity to the stores to serve as directional messaging targeting shoppers within the area. Created out-of-the-box extensions to maximize exposure and enhance creative impact.

## Highlights:

- Due to the powerful proximity positioning of the hand-selected OOH locations, All Flooring USA observed an increase in walk-in traffic, as well as a significant lift in incoming phone calls, after exposure to the billboard ads.
- In-store traffic has increased by **over 100%** for the Altamonte Springs showroom since the launch of the campaign.