

OOH DRIVES VISITS TO NATIONAL TELECOM CHAIN



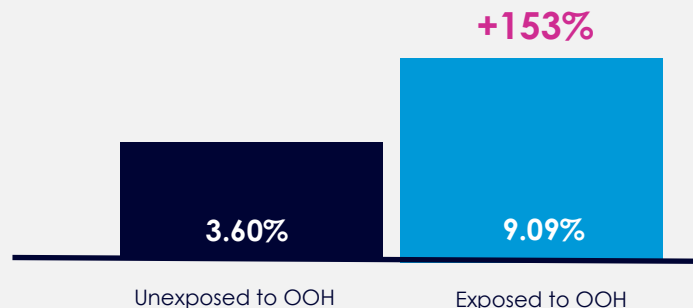
Campaign Objective:

Increase awareness of a national telecom chain rebrand, encourage customers to make the switch to their company and visit a store location. Expand reach beyond their core customer to include mid and upper income.

Solution:

Leveraged RADAR and proximity targeting to select units that over-indexed for specific demographics and were located within 5 miles of store locations. Large format and DOOH were included for high impact.

% Visit Rate to Telecom Chain Stores (Across 50 Markets)
Exposed to OOH vs Unexposed to OOH



Additional Insights:



Strong lift of at least **+40%** observed across all 50 markets

Those consumers exposed **27+ times** had visitation rates over **127% higher** than the average exposed visit