

OOH DRIVES VISITS TO TEXAS DIRECT AUTO



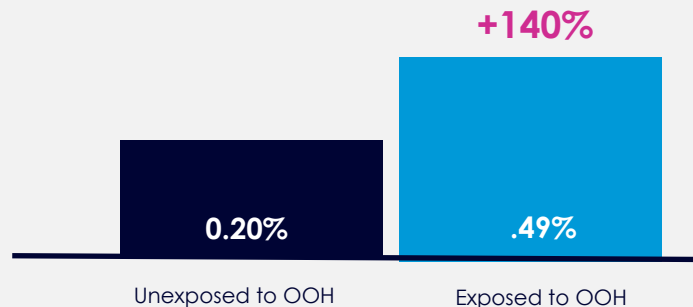
Campaign Objective:

Increase visits and get more people to buy and sell their cars at Texas Direct Auto in Houston by promoting their reputation for paying top dollar, and remaining a leader in the used car market.

Solution:

Selected a combination of high profile units, leveraged proximity and CCO RADAR targeting to reach their audience. Featured a variety of creative with direct and clever one liners that emphasized their brand message.

% Visit Rate to Texas Direct Auto
Exposed to OOH vs Unexposed to OOH



Additional Insights:



Visitation rates were over **124% higher** among those exposed **10+ times**

43% visited a Texas Direct Auto **more than 10 miles** away from their home