

OOH DRIVES AWARENESS & ONLINE BEHAVIOR



Objective:

To drive overall brand awareness of the streaming service, increase site visits and boost user engagement, all while demonstrating the effectiveness of OOH with measurement capabilities.

Solution:

Utilized a multi-tier OOH campaign combining marquee units as well as over indexing inventory based on A18-34 and Game Stop shoppers.

Key Takeaways



1.37% of exposed consumers accessed the client's platform – nearly **4x** the industry benchmark.



The campaign reached new consumers as **40% were first time visitors** to the platform.



Among the original client target, A18-34, unaided brand awareness increased by +5.7%, and consideration intent by +2.1%. When CCO expanded the target to include A18-44, **unaided awareness and consideration rose by +7.6% and +17.1%**, respectively.