

ALERT TODAY ALIVE TOMORROW BRAND AWARENESS STUDY

OUTFRONT

Multi-Market Mobile Survey Case Study

CAMPAIGN OVERVIEW

The Florida Department of Transportation (FDOT) wanted to understand how well their campaign for pedestrian and bicycle safety “Alert Today Alive Tomorrow” would resonate with consumers and if would have an impact on how they think about pedestrian and bicycle safety moving forward.

STRATEGY & EXECUTION

- **Multi-Market:** The campaign ran in three key Florida markets: Jacksonville, Tampa, and Miami
- **Ad Formats:** Billboards, Buses, Bus Shelters, Trolleys
- **Duration:** The campaign ran for four months, beginning on May 27, 2019 and ending September 29, 2019. (Note: measurement of the campaign did not begin until June 12, 2019, but ran through the end.)

MEASUREMENT

We partnered with MFour to execute a mobile survey. Measurement began by geo-fencing all of the billboards in the campaign. Consumers in MFour’s double opt-in panel, “Surveys on the Go,” allow MFour to passively track their location. Through GPS or RFID signals, MFour is able to tell when a consumer’s phone breaks the geofence for an OOH unit. The person then receives a survey asking questions about the brand and the ad. For optimal accuracy, consumers have up to 24 hours to complete the survey before it expires. We collected 300 completed surveys.

RESULTS

50%

AIDED RECALL FOR SEEING OOH ADS.

BUSES AND BILLBOARDS MOST RECALLED.

70%

WILL OR HAVE TAKEN AN ACTION AS A RESULT OF SEEING THE OOH AD.

74%

THINK DIFFERENTLY OR ARE IMPACTED IN DECISION MAKING WHEN IT COMES TO BICYCLE AND PEDESTRIAN SAFETY.

