

With the data-driven targeting capabilities available and existing scale of high-impact out-of-home billboards, Bounce Curl tapped end-to-end programmatic digital out-of-home leader Vistar Media to activate a robust campaign across OUTFRONT Media's large format billboards.

## Objective

Bounce Curl, a leading online brand fit for consumers with wavy, curly & coily hair, was looking to drive awareness, consideration and purchase intent for its products across multiple key markets including: Chicago, Houston, Los Angeles, Miami, New York City, Philadelphia and Phoenix.

## Our Strategy

Leveraging Vistar's partnership with IRI, we targeted an audience of consumers who have previously purchased curly hair products. Vistar's proprietary technology then analyzed the movement patterns of these consumers, and placed ads on the proper high-impact OUTFRONT billboards, when and where the audience was most likely to be.





# How We Got Here

- ✓ Data-driven audience targeting via IRI
- ✓ Powerful creative by OUTFRONT Studios
- ✓ Mobile retargeting for lower funnel KPIs
- ✓ Brand study for ROI measurement

“

I had such a great time working with [the Vistar team] and setting up the program. I was guided throughout the process which was helpful as I had questions and the results speak for themselves. I would definitely work with Vistar Media again.”

BLESSLY THOMAS, MARKETING MANAGER, BOUNCE CURL

## Results

47%

lift in brand awareness

21%

lift in consideration

18%

lift in purchase intent

2K

clicks to website