

## Objective

Landing and its agency hunterblu media partnered with digital out-of-home (DOOH) leader Vistar Media to drive awareness, consideration, purchase intent and recommendation of Landing as a powerful challenger brand in the home rental space.



## Our Strategy

This campaign leveraged Vistar's advanced programmatic capabilities — including day-parting, demographic audience targeting, mobile retargeting and online conversion measurement — across a variety of venue types, including airports, gyms, malls, office buildings, sports entertainment centers, billboards and urban panels.





## How We Got Here:



### Advanced Targeting

Using Vistar and Foursquare's data partnership, Landing targeted a demographic audience to activate DOOH media when and where adults 25-54 with an HHI of \$100K+ had the highest likelihood to be. We also executed day-part targeting to remove any ad spend between 12-6 AM.



### Mobile Retargeting

Working with Vistar Media, Landing also added a strategic mobile retargeting layer to the campaign — enabling the brand to re-engage consumers who were exposed to the DOOH campaign, again, on their mobile devices at a later time.



### ROI Measurement

A brand lift study was implemented to understand the exposed audience's perception and intent as a result of seeing the DOOH campaign. Further, Landing invested in Vistar's first-to-market measurement solution, alongside partner MIRA, to understand the campaign's impact on consumer online activity.



For Landing, we were not only looking for a medium that could help us meet our campaign objectives, but a partner that could provide the strategic guidance and measurement capabilities necessary to understand resulting online activity and conversions - which was fully achieved with Vistar Media & [Mira].

JESSICA BLUMBERG, PRESIDENT AT HUNTERBLU



## Results

**+89%**

Lift in Awareness

**+156%**

Lift in Consideration

**+150%**

Lift in Rent Intent

**+303%**

Lift in Web Actions