



Out of Home Advertising Association of America

OAAA/Geopath Local Case Study Contest Winners

JCDecaux

Janovic
The Color Authority



BACKGROUND



Janovic is NYC's premium resource for paint and decorating since 1888.

- ❖ Never ran OOH before
- ❖ Previous marketing efforts were focused on B2B
- ❖ They were looking to expand their business and clientele to the consumer side

OBJECTIVE



- ❖ Drive brand awareness
- ❖ Foot traffic to their 9 store locations in NYC
- ❖ Reaching their target audience:
 - ❖ Homeowners
 - ❖ Individuals interested in home renovations

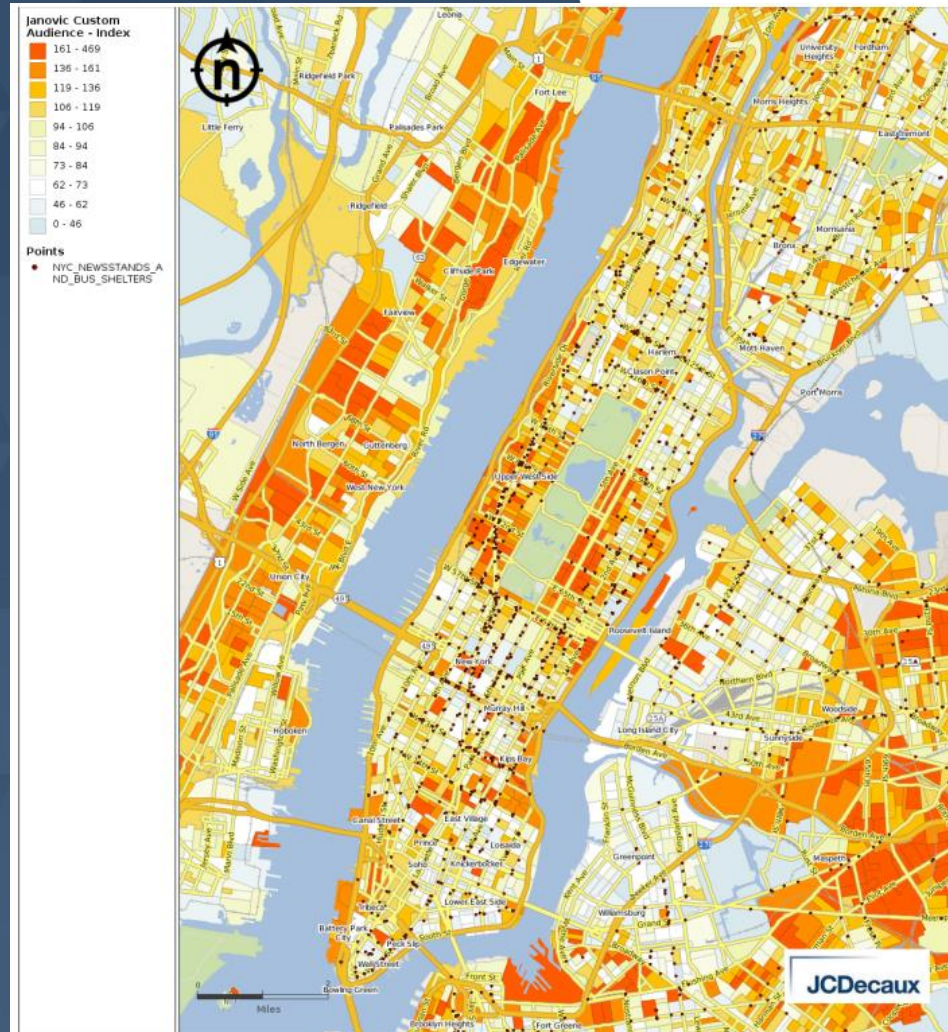
STRATEGY



The strategy is four-fold:

- ❖ Audience & store proximity targeting
- ❖ Creative
- ❖ Campaign KPI Measurement
- ❖ Amplification

ADVANCED AUDIENCE DATA FOR CAMPAIGN PLANNING



Target Profile:

- ❖ • Home Ownership: Own Primary Residence
- ❖ • HH Income: \$150,000+
- ❖ • Made Major Home Improvement Last 12M
- ❖ • HH Bought Bedroom Furniture
- ❖ • HH Bought Living Room Furniture
- ❖ • HH Bought Dining Room Furniture

Areas of Focus:

- ❖ Upper East Side
- ❖ Upper West Side
- ❖ Midtown East
- ❖ Peter Cooper Village/Stuyvesant Town
- ❖ SoHo
- ❖ Tribeca/Financial District



FRESH MARKETPLACE

9 Avenue & West 59 Street





6:08 PM

70°

Janovic

divo

3 Avenue & East 87 Street



Goal

Utilize messaging in OOH media in NYC to drive traffic to Janovic locations



Sample Size (Devices)

Exposed = 14,855

Control = 56,541



Results:




Visits to Janovic Locations




+35%

Peak Visitation occurred on Thursdays and in the early afternoon (1PM)

 **Market**
New York, NY

 **Flight**
Fall 2019

 **Targeting**
Janovic Locations

 **Media**
9 OOH Street Furniture placements



Tech Tank

Client Success Story



ADVERTISING COMPANY

Lauren Coletta

Background

- Tech Tank LLC specializes in creating molded plastics for the manufacturing industry.
- They were in need of a hiring initiative and some brand awareness lift.
- They had never used OOH before this.

Objective

- Tech Tank needed to hire qualified workers, specifically pull qualified workers from nearby competitors.
- They also needed to grow general brand recognition in the market.

Strategy

- Target consumers 18+ with a rotating poster campaign to keep costs low.
- Three posters would rotate every 4 weeks on routes that would target qualified workers commuting to competing plastics manufacturers.
- Use a quirky create message that would catch the eye of young workers seeking new jobs. The idea they landed on was a play on a popular rap song at the time this campaign launched.



Plan Details

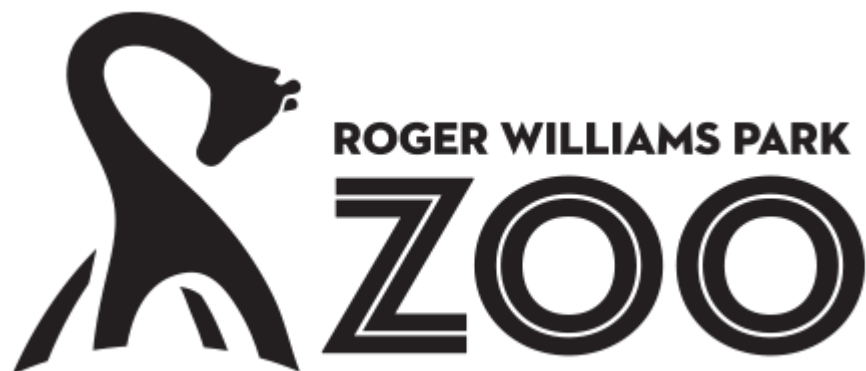
- Market: Erie, PA – focus on areas surrounding competitors
- Dates: November 2020 – January 2021
- Format: Rotating Posters
- Target Audience: 18+, concentrating on workers age 30-40
- Target Reach: 64%
- Target Frequency: 7.5x
- Budget: under \$10,000

Results

- OOH reach was increased by social media coverage of the quirky creative idea.
- They saw increases to their web traffic, phone lines and business production during this time.
- They received enough qualified applications to fill all of the needed positions.
- They saw increases in brand recognition and established themselves among their competitors.

Long term results:

- Tech Tank has since expanded into a larger facility.
- They continue to use OOH as needed for expansions and hiring.
- Tech Tank's competitors are now also using OOH.



Jack-O-Lantern Spectacular Campaign





- Rhode Island's number one outdoor family and tourist attraction
- Goal - increase their presence in the Hispanic community
- After experiencing an increase in attendance for their Asian Lantern event using digital bulletins, they wanted to use a more localized format to target the Hispanic audience for their Jack O'Lantern Spectacular.

LAMAR | Objective

- Increase event ticket sales with women 25-49 with young families
- Emphasis on Hispanic women 25-49





- The creative featured bold, eye-catching pictures of playfully carved pumpkins to showcase the event with a simple call to action
- The client chose poster locations with a high index for their target audience.



Research

CAMPAIGN SUMMARY

RWP ZOO HALLOWEEN SPECTACULAR

Providence-Warwick, RI-MA (CBSA) (Market)
Hispanic Females 25-49 yrs (Target Audience)
42,245 (Target Population)
4 Week Campaign

CAMPAIGN RPs		AVG. % COMP	TOTAL CAMPAIGN REACH %		TOTAL CAMPAIGN FREQUENCY	
59.5		5	68.04		8.22	
IMPRESSIONS	WEEKLY TRPS	CAMPAIGN TRPS	% COMP	CAMPAIGN REACH %	CAMPAIGN FREQ.	INDEX
5,655	13.4	53.5	5	24.75	2.16	169
2,024	4.8	19.2	4	7.50	2.56	144
599	1.4	5.7	1	2.45	2.31	37
86	0.2	0.8	2	0.38	2.12	65
2,012	4.8	19.1	1	8.08	2.36	48
1,098	2.6	10.4	5	4.43	2.35	185
2,271	5.4	21.5	3	10.45	2.06	119
1,897	4.5	18.0	2	8.46	2.12	80
3,938	9.3	37.3	7	19.28	1.93	245
5,003	11.8	47.4	6	20.80	2.28	218
631	1.5	6.0	2	2.81	2.13	76
14,983	35.5	141.9	7	68.04	2.09	245
517	1.2	4.9	2	1.98	2.48	71
775	1.8	7.3	4	3.34	2.19	167
6,260	14.8	59.3	11	25.56	2.32	417
2,259	5.3	21.4	6	9.99	2.14	216

144

218

417

geopath

LAMAR | Plan Details

- **Market:** Providence, RI
- **Flight Dates:** September 20-October 17, 2021
- **OOH Formats:** Posters
- **Target Audience:** Women 25-49, with a secondary target of Hispanic women 25-49
- **Target Audience Reach:** 16% for women; 26% for Hispanic women
- **Target Audience Frequency:** 8 for women; 7 for Hispanic women
- **Budget:** Under \$10,000





- The Roger Williams Park Zoo set a **new record of 170,648 visitors** for its annual Halloween event, which is **20% higher** than its previous attendance record.
- The largest percent increases were from the highest Hispanic indexing zip codes in the metro area.

OAAA LOCAL CASE STUDY FINALIST

WATCH YOUR STEP
Wide Gap Between Car
And Platform Edge



1945



Jlo Beauty Brand Launch

OUTFRONT

OAAA LOCAL CASE STUDY FINALIST

Objective

- Brand Launch
- Brand Awareness
- DTC Sales Engagement
- Connect with JLo's Fans

JLO BEAUTY



OAAA LOCAL CASE STUDY FINALIST

Strategy

- **Market:** New York, NY
- **Flight Dates:** New Years Eve 2021 (8 weeks)
- **OOH Formats:** Transit Times Square Shuttle
- **Target Audience:** Women 18+
- **Budget:** \$10,000+

JLO BEAUTY



OAAA LOCAL CASE STUDY FINALIST

Creative by **OUTFRONT STUDIOS**



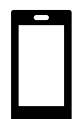
OAAA LOCAL CASE STUDY FINALIST

Creative by **OUTFRONT STUDIOS**



OAAA LOCAL CASE STUDY FINALIST

We Increased Website Visits and Digital Impressions for JLo Beauty



1.5K

QR Code Scans



3K

Flowpage Views

JLO BEAUTY

SOURCE: Flowcode and JLo Beauty





OAAA LOCAL CASE STUDY FINALIST

We Drove Earned Media Through Press and Social for JLo Beauty



140M+

potential social impressions



86M+

potential media impressions



8.5M+

potential TV impressions

JLO BEAUTY

SOURCE: Flowcode, JLo Beauty, Instagram, Twitter, YouTube, Cision 2021

BAZAR SUBSCRIBE SIGN IN

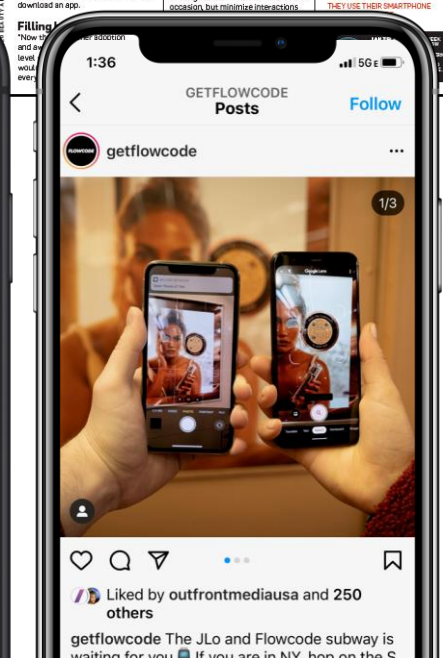
J.Lo Has a Cinderella Moment on the Subway in a Stunning Baby Blue Ball Gown

She completed the look with thigh-high PVC stiletto boots.

BY AMY MACKELDEN / DEC 31, 2020, 8:41 AM EST



View More on Instagram
2,232,274 likes



ADWEEK



The QR Code Connection

A NEARLY 30-YEAR-OLD TECHNOLOGY HAS CAUGHT A SECOND WIND, THANKS TO THE PANDEMIC.
BY IAN ZELAYA

If you've been to a restaurant over the past several months, you have probably encountered a QR code outside on the door or at the host stand. The scannable QR technology, which stands for "quick response," was rolled out in 1994 and offers a contactless, safe way to access information. Restaurants and retailers, in particular, are using them in a variety of ways for menus, bus schedules, outdoor advertising campaigns and in-store email activations. Americans were open to using QR codes even before they became ubiquitous during the pandemic. Consumer data company Statista reported an estimated 1.1 million U.S. households would scan a code by the end of 2020, compared to 8.76 million in 2018. It's also easier than ever to scan, since Apple's iOS 11 update in 2017 enabled iPhone users to simply use their camera instead of needing to download an app.

of Flowcode, a QR code-making platform, said, "Brands can build a digital ecosystem for their consumers and extend it into the offline world through a simple QR code."

A January survey of 2,000 adults conducted by Adweek data partner Morning Consult found that 56% of respondents saw an uptick in restaurants using QR codes to link to their menus since the pandemic began, compared to 48% pre-pandemic. More than half (56%) said they supported QR codes as printed menu replacements. In late January, fast-service chicken restaurant chain Pollo Campero rolled out digital table service in most U.S. locations. Instead of standing in line, guests choosing to dine in can scan their table's code to view the menu and order using their mobile devices, prompting a server to deliver their meal.

The restaurant chain, which boasts more than 70 locations in the U.S., previously integrated QR codes into signage to inform guests about its sanitation and mask-wearing policies. Federico Valiente, Pollo Campero's director of marketing, said the restaurant plans to keep using the technology, potentially post-pandemic. The brand declined to provide engagement numbers on how the strategy is performing. "We want to provide more comfort to our guests who visit us for a dine-in occasion, but minimize interactions."

OTHER QR CODE STATS
RESTAURANTS AREN'T THE ONLY COMPANIES THAT MIGHT BENEFIT FROM USING QR CODES. THE SERVICE BY ADWEEK PARTNER MORNING CONSULT ALSO FOUND PEOPLE WHO LIKELY USE THE TECHNOLOGY IN

HOTELS	51%
MOVIE THEATERS	49%
MEDICAL OFFICES	48%
MUSEUMS	47%
CONCERT VENUES	45%

AT THE SAME TIME, 49% OF RESPONDENTS SAID THEY ARE VERY CONCERNED (39% OR SOMEWHAT CONCERNED (20%)) ABOUT DATA PRIVACY WHEN THEY USE THEIR SMARTPHONE

OAAA LOCAL CASE STUDY FINALIST

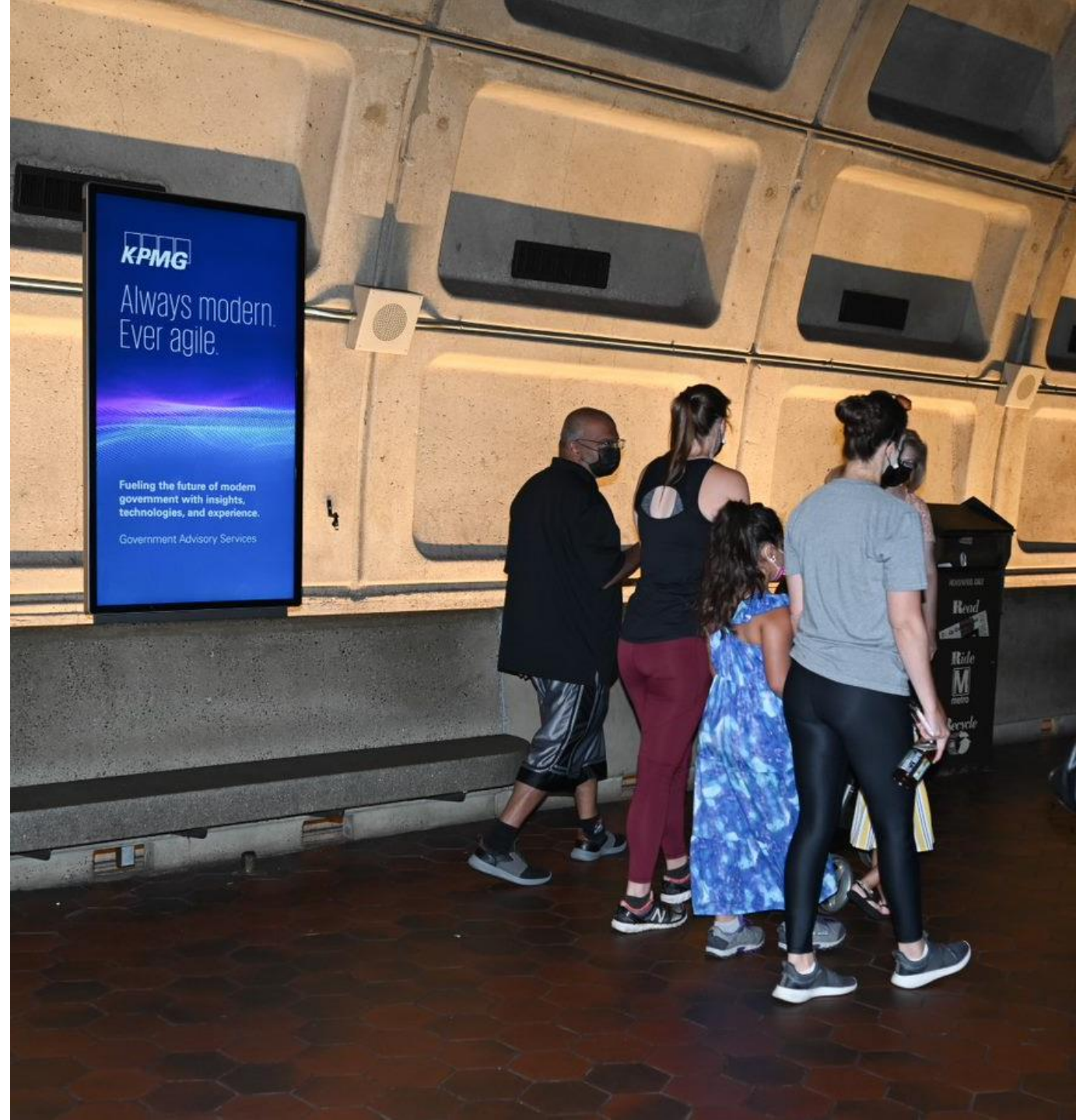


KPMG
Federal Audience

OUTFRONT

Objective

- Focus on the Pentagon, and other federal agencies for general awareness in the Defense and Federal Healthcare sectors, along with satellite agencies and military installations.
- KPMG used a layered OOH approach with buses, bike shares, Liveboards in Metro, and geotargeting in 30+ specific areas.
- KPMG also created a landing page where visitors could learn about them and their social media “scavenger hunt” to find ads and schedule a meeting.



Strategy

- **Market:** Nationwide
- **Flight Dates:** August 2021 – November 2021
- **OOH Layered Approach:** Kings with Headliner Buses, Commuter Buses, Digital Liveboards, Bike Share
- **Mobile:** Mobile Proximity in 30+ specific areas with a landing page where visitors could learn about them and their social media “scavenger hunt” to find ads and schedule a meeting.
- **Target Audience:** Specific federal agencies in the Defense and Healthcare sectors
- **Budget:** \$10,000+



OAAA LOCAL CASE STUDY FINALIST

We Amplified the Media Mix for KPMG

The social campaign generated just over \$117,000 in earned media value with 700+ shares and 304 clicks.

2.8M mobile impressions delivered

7.5K clicks

.27% click through rate



OAAA LOCAL CASE STUDY FINALIST

Creative: Bus Kings with Headliners (40)



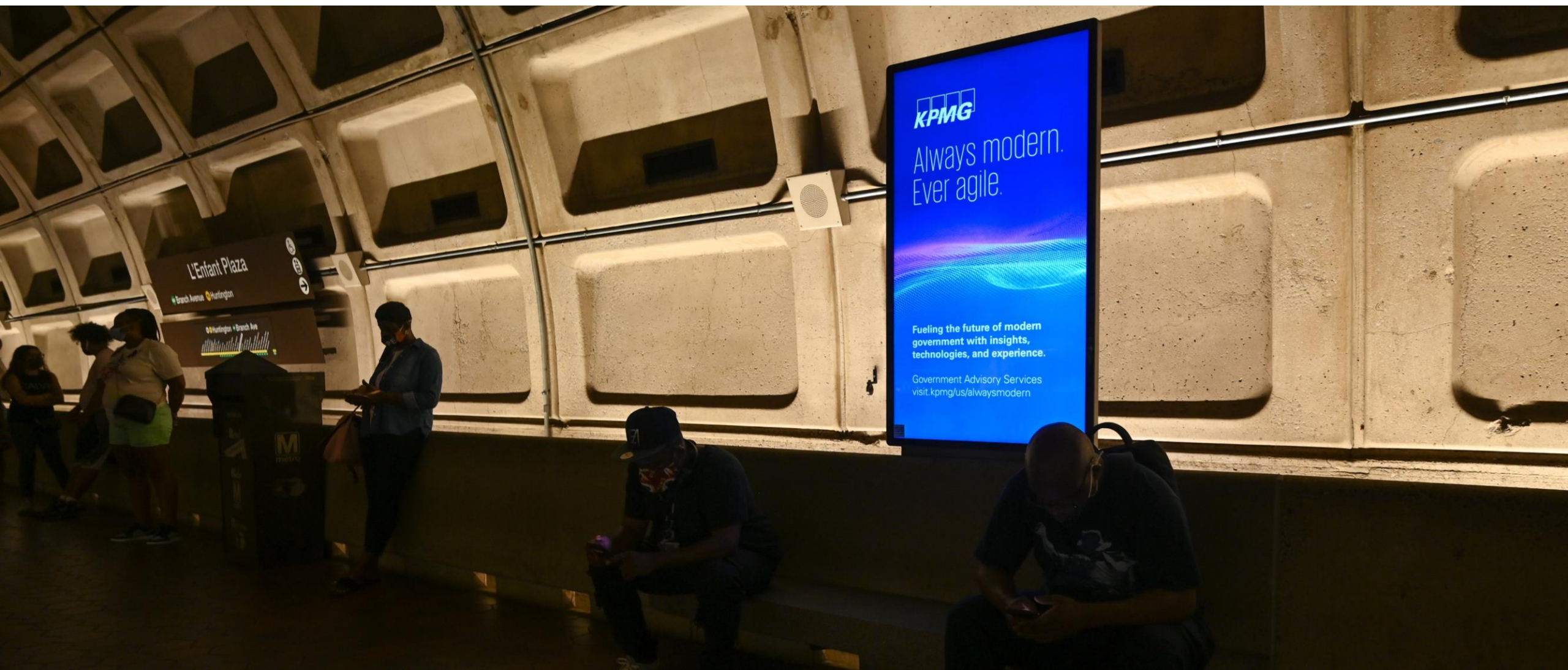
OAAA LOCAL CASE STUDY FINALIST

Creative: Ultra Super Kings (12)



OAAA LOCAL CASE STUDY FINALIST

Creative: Liveboards (40)



Creative: Bike Share (10)



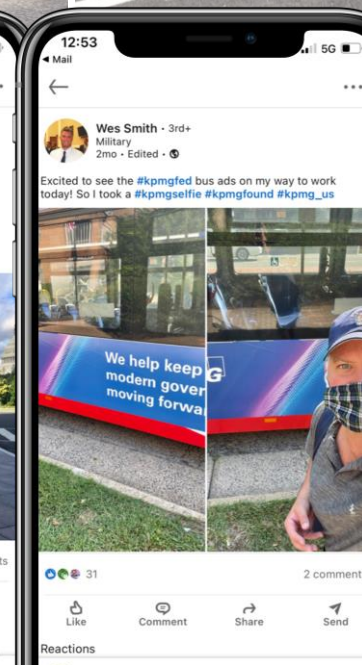
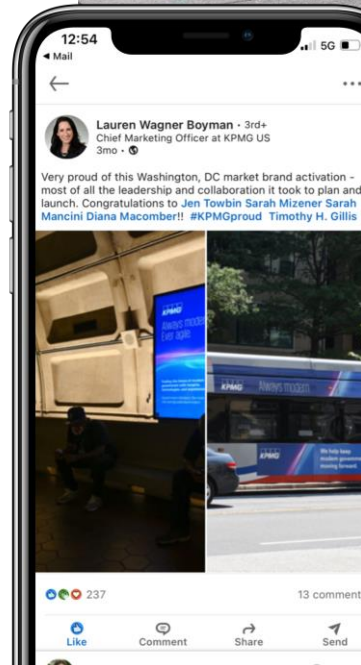
OAAA LOCAL CASE STUDY FINALIST

We Drove Social Engagement for KPMG

KPMG utilized OOH to amplify their social media strategy & employee engagement.

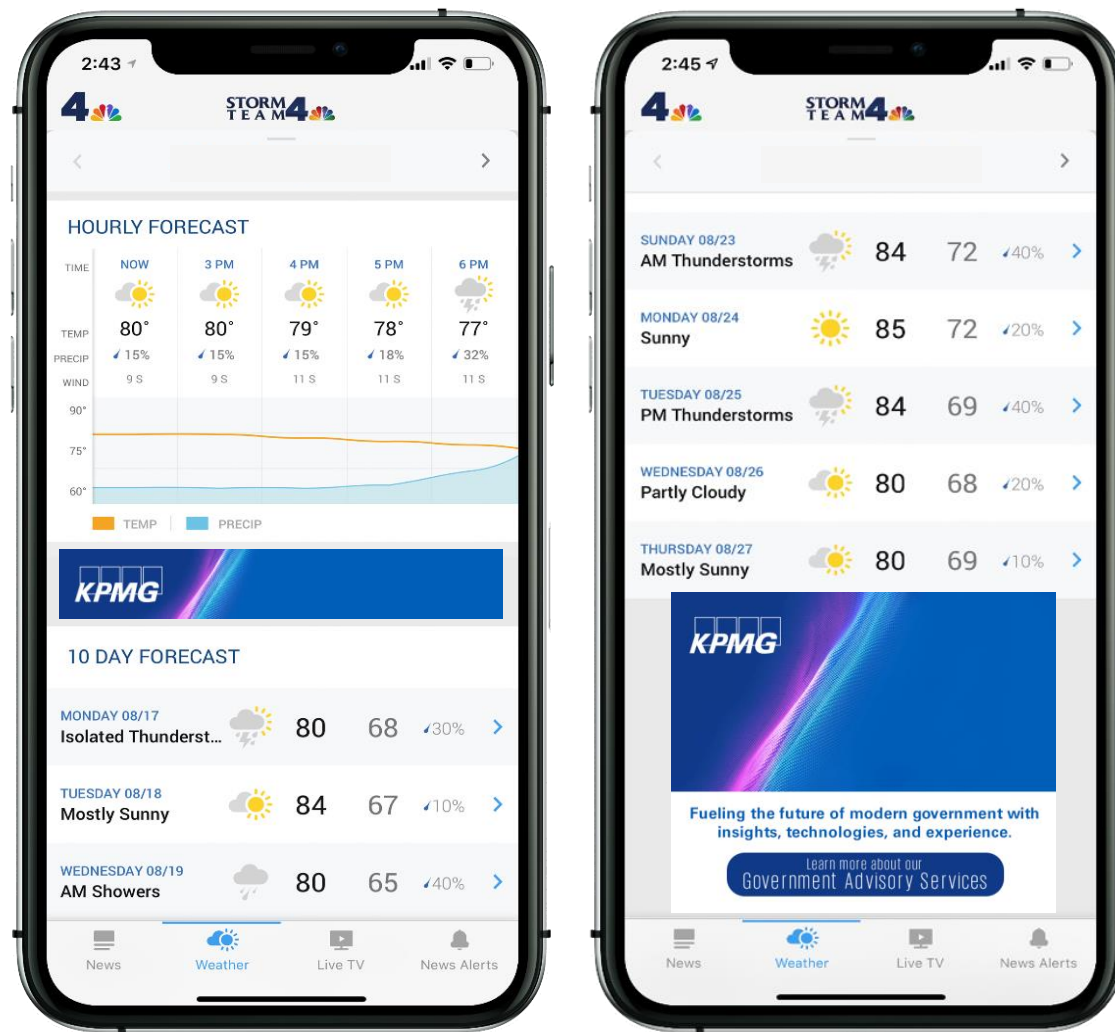
“Very proud of this Washington DC market brand activation most of all the leadership and collaboration it took to plan and launch.”

- Lauren Wagner Boyman, Chief Marketing Officer at KPMG US



Mobile Recap

- **Flight Dates:** July 2021 – October 2021
- **Impressions:**
 - Booked 2,812,502
 - Delivered 2,812,694
- **Clicks:**
 - 7,458 Clicks
 - .27% Click Through Rate

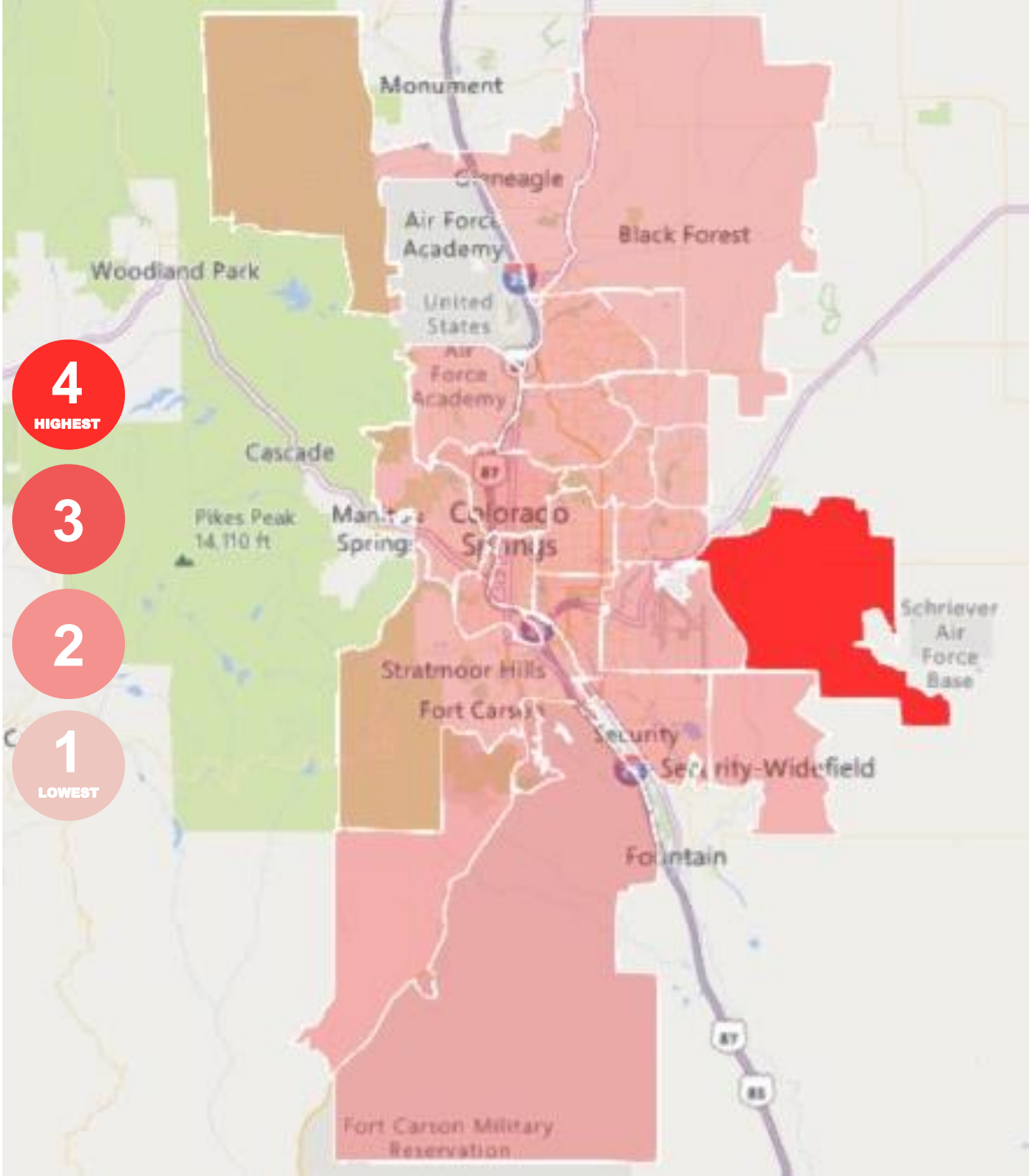


Location Performance

Zip Code	Click Through Rate
80929	2.50%
45422	2.33%
23529	1.52%
20045	1.41%
20041	1.13%
17120	1.10%
46216	1.10%
22060	1.02%

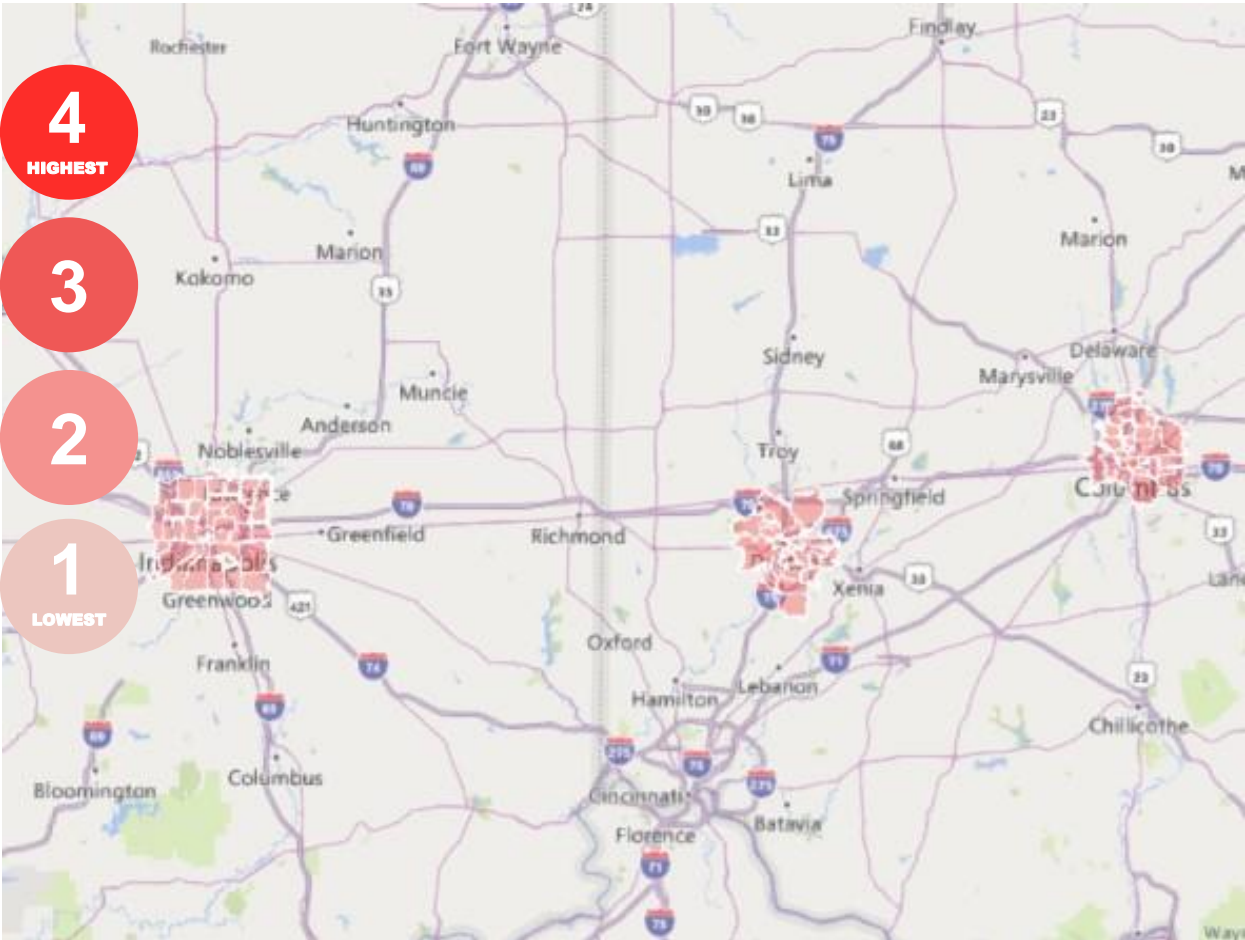


SOURCE: OUTFRONT Mobile Analytics



Location Performance

Zip Code	Click Through Rate
33616	0.45%
20010	0.44%
43202	0.44%
33609	0.43%
33626	0.43%
29401	0.42%
33637	0.42%
17103	0.41%



OAAA LOCAL CASE STUDY FINALIST



Preventive Measures: #itsOK Mental Health Campaign

OUTFRONT/

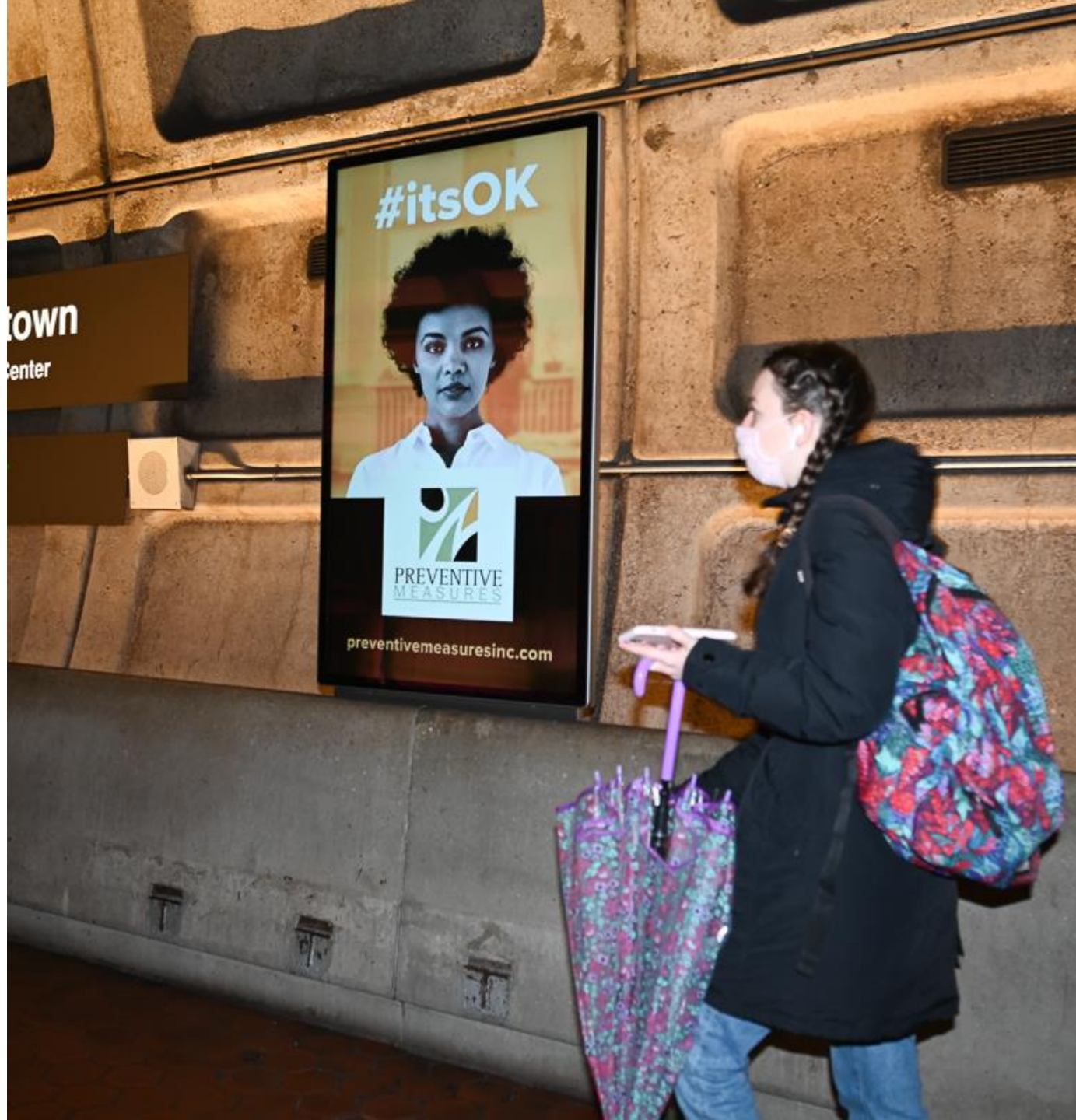
Objective

- Brand Awareness
- Reach a new audience in the insurance and/or self pay area
- Promoting #itsOK



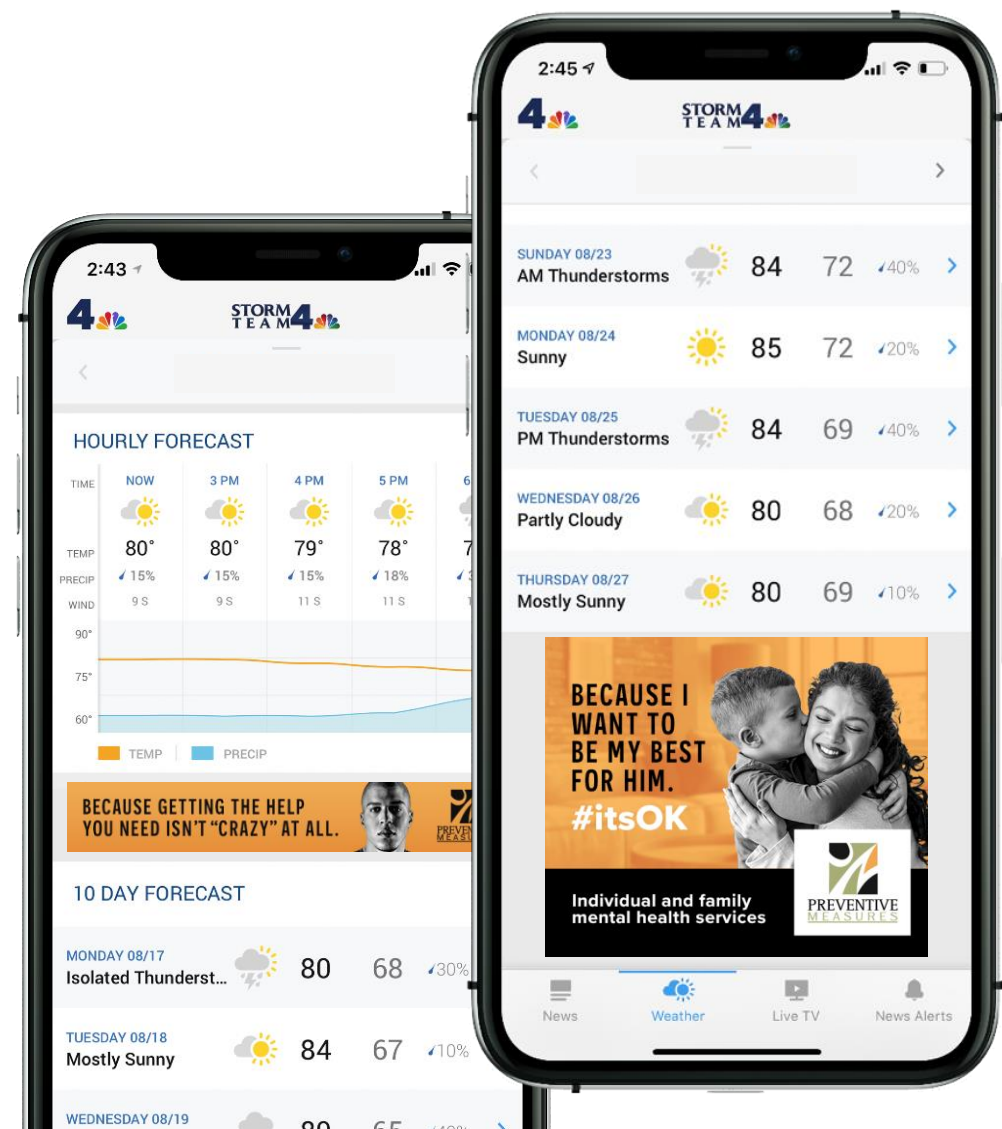
Strategy

- **Market:** Washington, DC
- **Flight Dates:** March 2021 – April 2021
- **OOH Formats:** DC Targeted King-Size Bus Posters, Digital Liveboards
- **Target Audience:** \$75K HHI
- **Budget:** \$10,000+



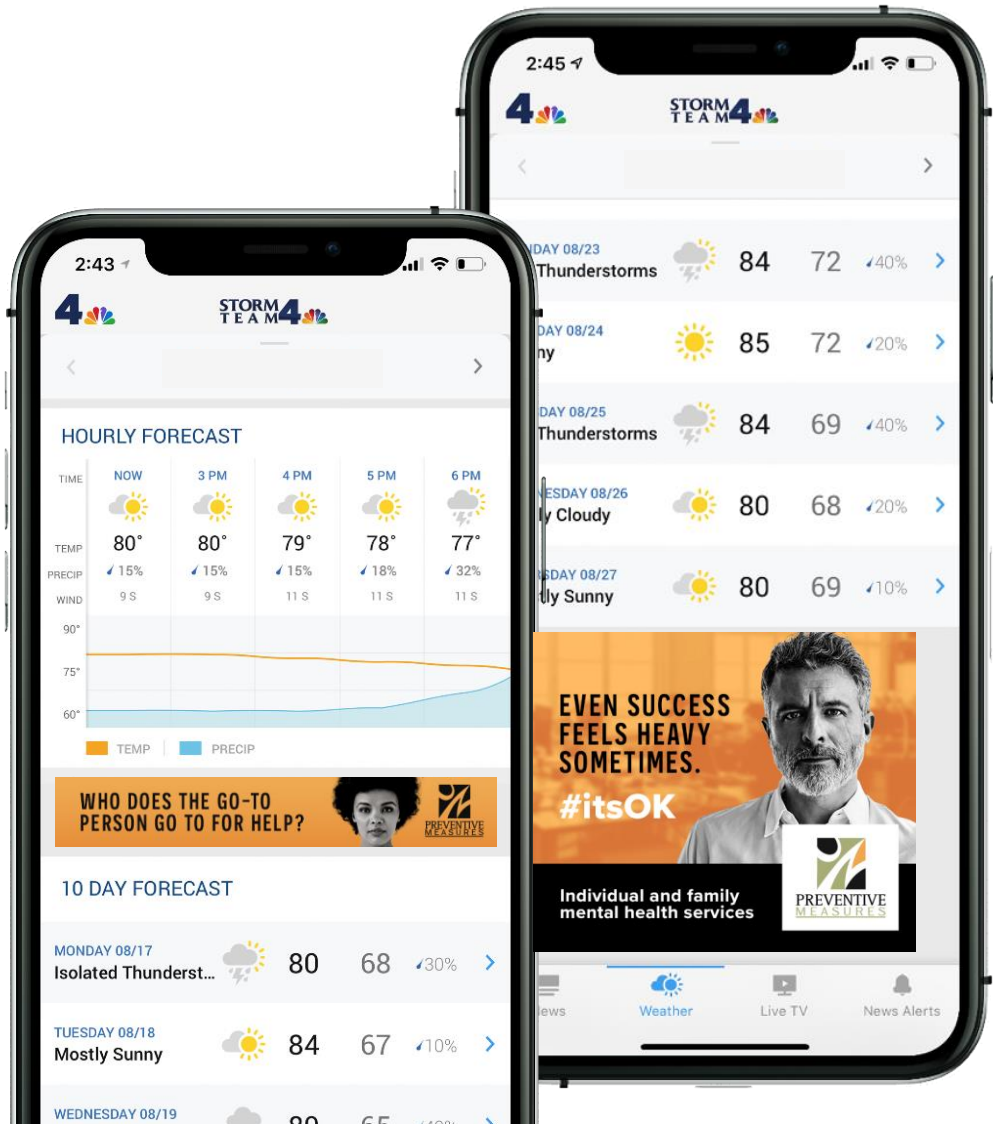
OAAA LOCAL CASE STUDY FINALIST

Creative



OAAA LOCAL CASE STUDY FINALIST

Creative



OAAA LOCAL CASE STUDY FINALIST

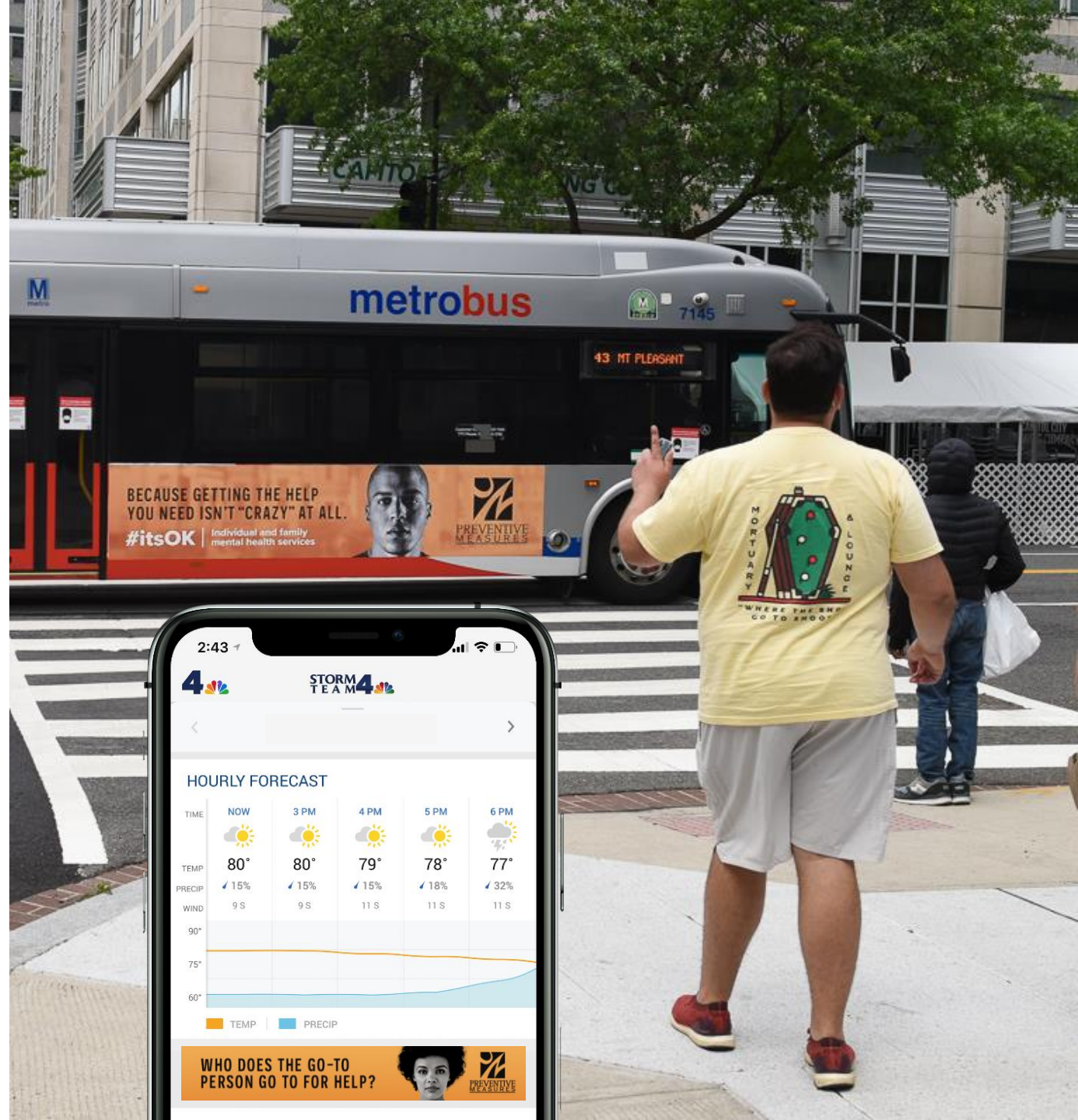
Mobile Results

Dates: March 2021 – April 2021

312,501 mobile impressions delivered

897 clicks

.29% click through rate



OAAA LOCAL CASE STUDY FINALIST

We Increased New Clients and Website Activity for Preventive Measures

27 new clients on boarded during campaign



increase in website sessions



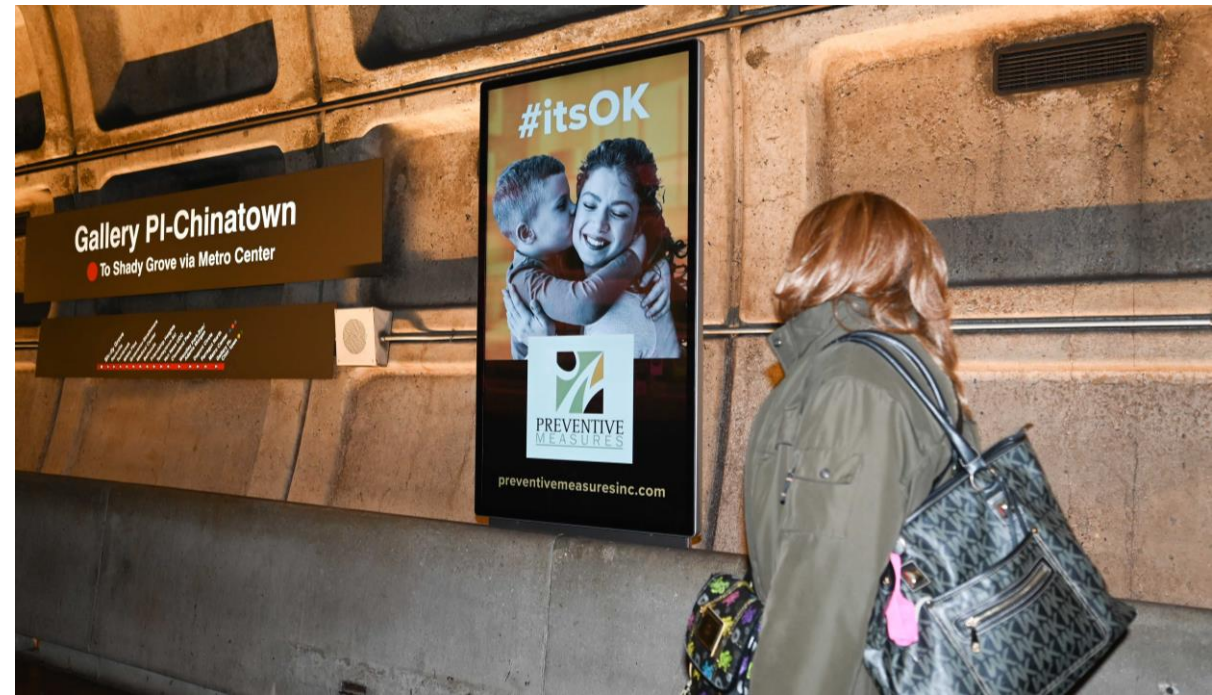
increase in website page views



increase in average session duration



SOURCE: Preventive Measures





Sit Means Sit

Client Success Story



ADVERTISING COMPANY

Michael Meadors

Background

- Matt Smith is a franchise owner of the Orlando FL location of **Sit Means Sit** dog training.
- Approach him while at a traffic light where he was using his very well-trained dog to create a scene/spectacle to attract attention of passersby.
- Client was using direct mailers before.
- Generally, Orlando is a very saturated market due to the theme parks & resorts as well as one of the largest undergraduate college campuses in the county (UCF).

Objective

- To veer people away from enrolling in programs with the bigger named stores (Petsmart and Petco).
- They needed an OOH campaign to drive traffic to the store, website, and increase class registrations online.
- Gain market share and brand awareness in the Northern Orlando market.

Strategy

- Where: Northern-Orlando area, close to their training facility.
- Design eye-catching, seasonal creative focused around dogs.
- Utilize creative flexibility on digital bulletins.
- Targeting local traffic, not tourists.
- Build brand awareness and trust with local pet owners.

Plan Details

- Using the charm of the charismatic dog photos was a strategic move because it is always eye-catching and has strong commonly shared emotional connection with viewers.
- Customer ran exclusively on digital boards - looking to flow seasonal, relevant ads in seamlessly with their generic creative.
- Switching out the dog images within the same template allows for a solid, consistent message while avoiding creative wear-out.
- This also allowed him to move locations occasionally as desired without needing to reproduce any creative materials.



Generic & Seasonal Creative Examples



Results

- Billboard advertising was the only change in their advertising plan. **They went from servicing 600 dogs in 2020 to servicing over 900 dogs in 2021.**
- They attribute this increase solely to their increased billboard spending.

Owner testimony:

"Using the customized creative that digital billboards allow, I have seen a 33% increase in the number of dogs that I have trained since first using Digital Billboards year to year. My monthly spend on Billboards has increased and I have started using long-term planning and buying when it comes to billboards. It is the best advertising medium I have found for my business, and I use my billboard creative in other forms of advertising I buy for the branding and recall it provides."



Thank You

LAMAR
ADVERTISING COMPANY

COLOSSAL[®] + **Aspiration**

ALWAYS HANDPRINT

2022 GEOPATH/OAAA OOH MEDIA CONFERENCE

Clean rich is the
new filthy rich.

ASPIRATION.COM/NYC



STRATEGY

SUSTAINABILITY
MOBILE INTEGRATION

Clean rich is the
new filthy rich.

ASPIRATION.COM/NYC





Aspiration



world debit

@COLOSSAL MEDIA

7

**7 NYC WALLS
FROM JUNE-JULY
2021**

MINIMUM WASTE MAXIMUM IMPACT

**OVER
8M**

**OOH
IMPRESSIONS**

AIR-PURIFYING TOP COAT

MOBILE GEOFENCING

QR CODES ON STREET LEVEL WALLS

@BOSSAMEDIA

Leave your bank,
save the planet.

Clean rich is the
new filthy rich.



\$200
Welcome Bonus*



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ASPIRATION.COM/NYC



Leave your bank
change the world.

\$200
Welcome Bonus*

ASPIRATION.COM/NYC

325 KENT

718.222.5353

MOBILE GEOFENCING RESULTS

829K

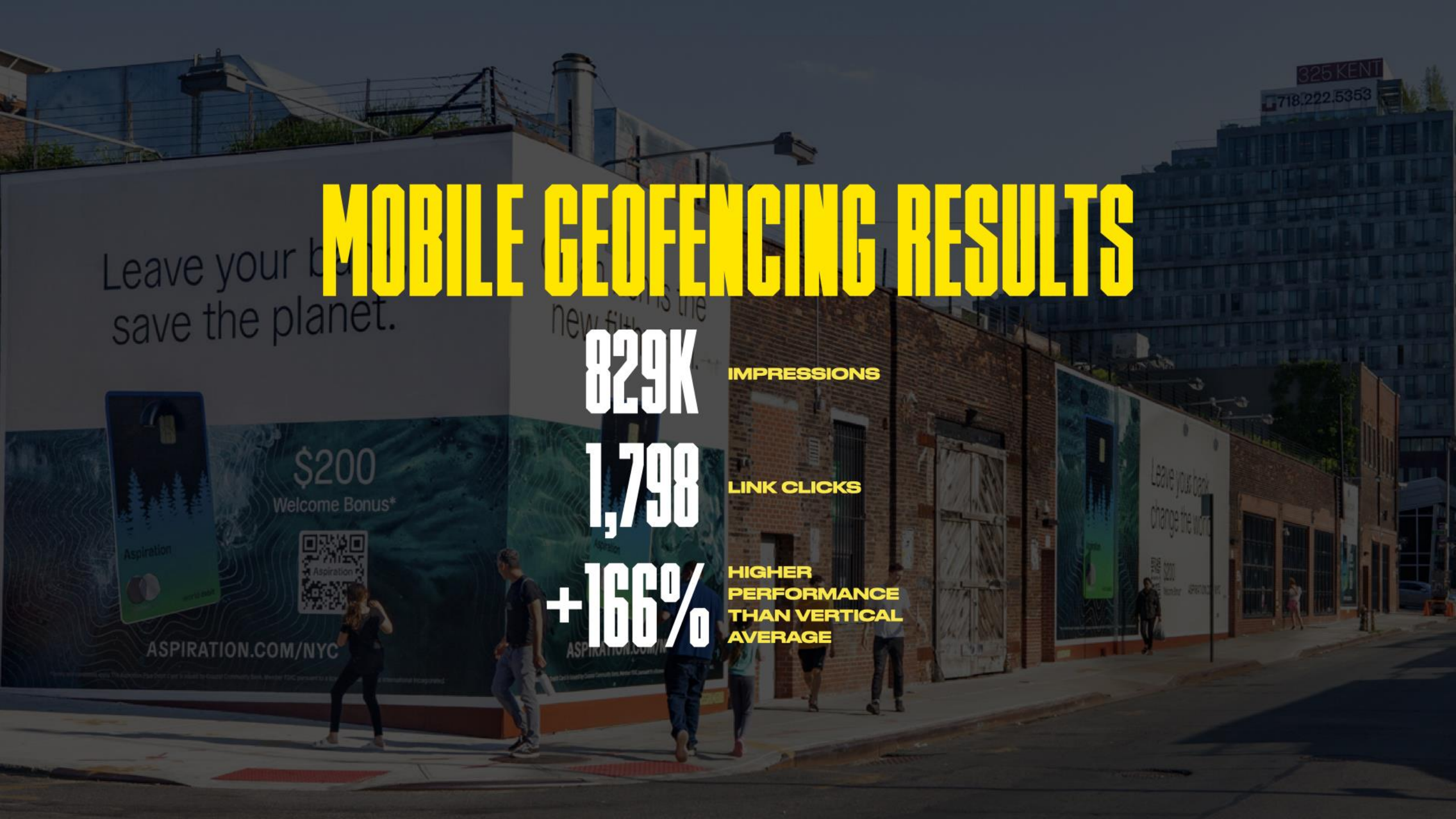
IMPRESSIONS

1,798

LINK CLICKS

+166%

HIGHER
PERFORMANCE
THAN VERTICAL
AVERAGE



Leave your bank, save the planet.



\$200

Welcome Bonus*



ASPIRATION.COM/NYC

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Leave your bank,
save the planet.

QR CODE RESULTS



\$200
Welcome Bo



ASPIRATION.COM/NYC

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500+

EMAIL LEADS
GENERATED

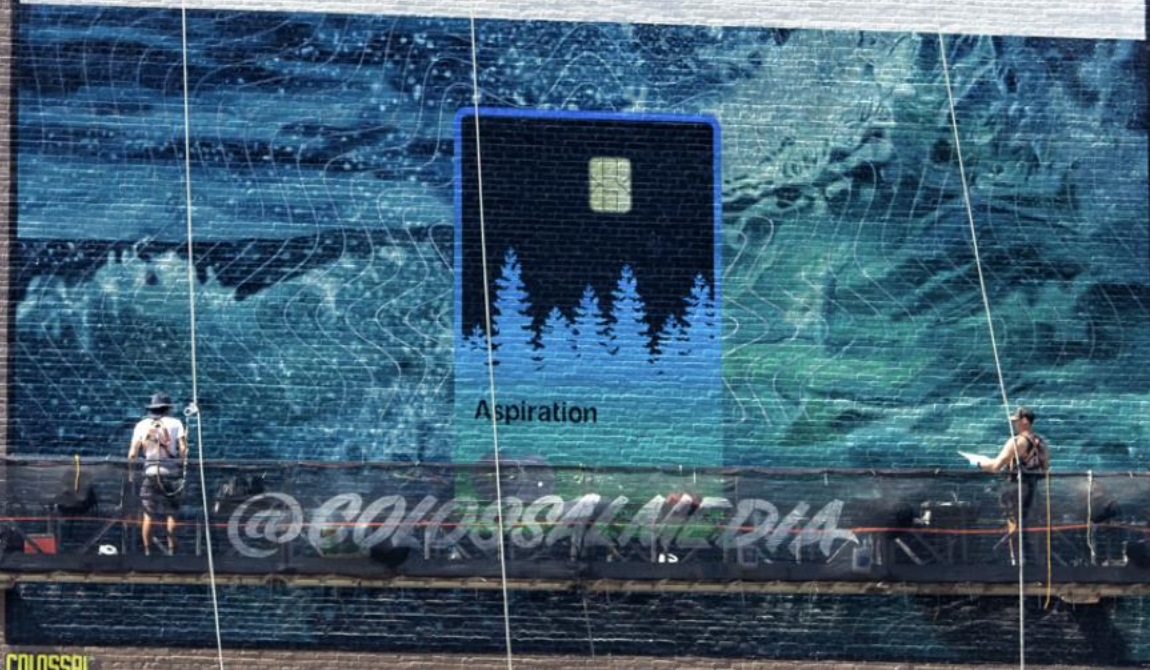
1200+

QR SCANS

POSITIVE BRAND LIFT

Clean rich is the
new filthy rich.

ASPIRATION.COM/NYC



COLLOSSAL
MEDIA

- Questions and Answers

CONGRATULATIONS AGAIN TO OUR WINNERS!