

Out of Home Advertising Association of America

## Tech Tank LLC

### Background

Tech Tank LLC is supplier of quality molded parts for the manufacturing industry, specializing in plastics. They wanted to hire more employees to increase output, so a recruitment campaign was needed. This was the first time they ever used out of home and they thought it would also help increase brand awareness in Erie. Despite a limited budget, Tech Tank's innovative way of thinking and creative approach to messaging were assets that would allow them to make a splash in the market.



### Objective

They wanted to target several competitors to attract and draw their employees to come work for Tech Tank, specifically "Plasteks" who is the largest local plastic company in Erie.

The other objective was to attract adults 18+ who were looking for a new job. Tech Tank LLC wanted to use a message that was trendy and would hit the younger audience as well as get attention from the mid 30 to 40 year-olds.

### Strategy

After running the Geopath report on 18+ impressions for W. 26th Street, Tech Tank was able to see that this location would deliver weekly audience TRP's of 73.5 percent of their demo. Tech Tank decided to use a rotation of three different posters every four weeks to geographically target their competitors and reach their key demographics.

This strategy helped to keep their budget in line, lowering the cost per thousand as well as achieving goals for the program. The last strategic element was coming up with creative messaging that would resonate with their target audience. Tech Tank is a mini Shark Tank in Erie, innovatively guiding their clients from beginning to end through legal, financial and production aspects of product development. During a creative brainstorming meeting with the client, it was mutually decided that a play on the hit song WAP by Cardi B would grab the attention of the target audience.

### Plan Details

Market: Erie, PA

Flight Dates: November 2, 2020 - January 24, 2021

OOH Formats: Posters

Target Audience: Adults 18+, mid 30-40s

Audience Reach: 63.78%

Audience Frequency: 7.5X for Erie in-market adults 18+

Budget: under \$10,000

### Results

Social media went crazy and people all over town were discussing the Tech Tank billboards. Tech Tank was pleased with how many people questioned if they knew about the song or not and the phone rang off the hook for them. They received over thirty qualified applicants and were able to fulfill positions they needed. In addition the extra attention the company received in the Erie area gave them the name recognition they were seeking and established them as a force to their main competitor, which is now looking to utilize OOH. The campaign also increased website activity, phone calls, and business production. Due to the campaign's success, Tech Tank had to move into a larger facility and renewed their use of OOH for 2021.