

Oscar Mayer

Background

In order to authentically connect with local communities through the lens of creatives, Oscar Mayer turned to Colossal Media to paint a three-city campaign. Together, Oscar Mayer and Colossal Media celebrated the hot dog experience with placements in Chicago, LA, and NY, utilizing artwork designed by local artists. Selecting the perfect canvases for this story, we painted impactful walls in high foot traffic areas and neighborhoods that speak to creative tastemakers.

Sourced and managed by Colossal's Creative Studio, we worked with Oscar Mayer to commission the three local artists who dressed a hot dog in their city's preferred toppings. Each artist was given free rein to express themselves, represent their city, and adorn the dog in their personal style.

Objective

Our shared objectives were to: 1. Conceptualize and design an OOH campaign that celebrates what Oscar Mayer means to each city. 2. Support local creators and connect with the community. 3. Drive sales and brand recognition for their product. 4. Paint three campaigns, one wall in New York, LA, and Chicago, using a specialized phased approach.

Strategy

Heralding local flavor and creative tastemakers, Oscar Mayer commissioned three artists (Jiaqi Wang in Los Angeles, JC Rivera in Chicago, and Mike Perry in New York City) to dress a hot dog in their city's preferred toppings. Each tastemaker received a suggested list of condiments and creative freedom to express themselves, represent their city, and adorn the dog in their personal style. We painted plain hot dogs in each city the first week to build curiosity and provoke conversation on "best" toppings. One week later, Colossal's paint team returned to the murals to reveal the three artists' topping designs. To increase reach and impact beyond the walls, each artist provided interviews and Oscar Mayer posted the campaign on their social platforms to celebrate the art and discuss the "right" way to Keep it Oscar.

Plan Details

Markets: Chicago, LA, and NYC

Flight Dates: 10/18/21 - 11/21/21

OOH Formats Used: Painted walls

Additional Media Formats Used (if any)

Social Amplification

Budget: Undisclosed



Results

After building considerable buzz in each city, Oscar Mayer leveraged the OOH campaign online. Engaging with audiences across platforms, the marquis video exponentially outperformed standard posts at 420,000 views on Instagram. The success of the campaign was supported by a brand attribution study. The data showed that the campaign reinforced Oscar Mayer's ownership of their category by 7% (3% industry average lift), and consumer recall of their mural campaign exceeded industry average at 37% (vs. 33%).

Audience Metrics

Target Audience TRPs

TRPs / Week Chicago: 5.8

Los Angeles: 3.4 Brooklyn: 1.4

Target Audience Reach

Reach%/4Week Chicago: 3

Los Angeles: 2.5 Brooklyn: 1.17

Target Audience Frequency

Frequency / 4 Week Chicago: 15.8

Los Angeles: 13.3 Brooklyn: 18

