

Abundant Living Home Health

Problem

How does a new home health business raise brand awareness?

Solution

By using an OOH campaign to generate new business.

Background

They were a newly established home health business and needed brand awareness and employees to fill positions. They wanted to reach certain areas using demographic information to specifically target potential clients and employees.

Objective

Generate brand awareness and increase service calls for Abundant Living Home Health from potential customers who qualify for Medicaid, and generate job applications.

Strategy

OOH was strategically placed in lower-income areas where the target demo lives and works.

Impressions were increased during the month of July by adding digital bulletins and printed posters with messaging in both Spanish and English.

Plan Details

Market: El Paso, TX

Media Types: Printed billboards (1 unit), printed billboards (2 units) and digital billboards (3 units)

Flight Dates: May 2017- May 2018 & digital special (July 2017)

18+ Impressions: May 2017- May 2018 = 7,524,400 (1 printed billboards and 2 posters)

July 2017 = 3,769,552 (3 digital billboards)

TOTAL 18+ Impressions: 11,293,952

Number of Units: six units

Results

Service calls increased by 20% since the launch of the campaign.

Over 4MM impressions delivered during the month of July with printed and digital inventory in the El Paso market.

“OOH advertising is a quick and easy way to reach people for recruitment and branding. People are calling our business a lot more and asking for our services. Not only did the boards work for recruitment, but for branding our business as well. This was our first time advertising and it has exceeded our goals.” - Miguel Villanueva, Administrator, Abundant Living Home Health

