

Accutemp

Problem

How does Accutemp stay relevant to local consumers with its seasonally-driven services?

Solution

By combining live weather updates with possible subsequent Accutemp service needs.

Background

The business of home comfort is mostly seasonal, driven by a heightened need if and when something goes wrong with the heating or air conditioning unit in the home. Accutemp, a local HVAC services provider in Baton Rouge, wanted to raise awareness about its full-service offerings that go beyond heating and air conditioning, and be top-of-mind among local homeowners all year-round.

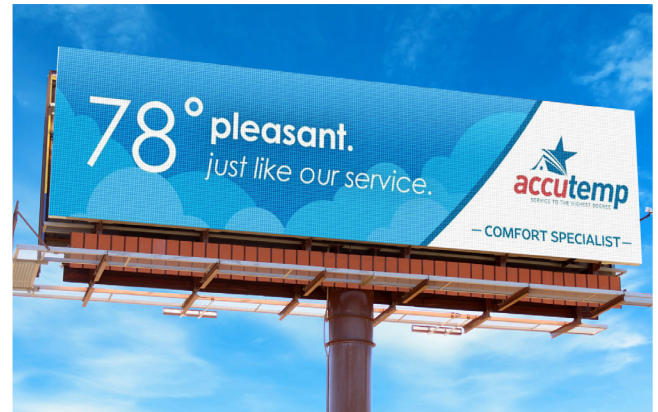
Objective

The objective was to become the go-to home comfort service provider for men and women homeowners between the ages of 30 to 50 years old with a household-income of \$100,000 and above.

Strategy

Armed with Accutemp's brand position, "Service to the Highest Degree," a multi-channel creative strategy was developed that communicated the value of choosing Accutemp while giving people something of value (weather updates). As another benefit, the campaign connected the weather to Accutemp's service offerings in an entertaining way by mimicking the anticipation created by weather forecasts on digital billboards. The billboard and online display ads served dynamic weather ads using creative response technology, meaning that the creative would change based on the actual temperature and weather conditions.

The campaign consisted of the following tactics: digital billboards, animated display ads, direct mail and radio endorsements. The digital strategy employed demographic, behavioral, contextual and retargeting tactics across desktop, mobile, and tablets. From a media perspective, the campaign targeted seven zip codes of dense neighborhoods that fit with the target consumers demographics and had homes that were more likely to need heating and air maintenance. The hyper-targeted approach had little waste, letting the creative do the hard work across outdoor, digital display, social media, and direct mail.



Plan Details

Markets: Baton Rouge

Flight Dates: February 2018 - December, 2018

OOH Formats: Out of home

Other Media: Digital display, social media, Direct mail, Radio

Budget: \$10,000 and over

Results

The campaign succeeded in delivering memorable messages to target consumers related to the quality of Accutemp's services, reaching more than 14 million impressions from OOH, 7,205 click-throughs, and leading to a 30% increase in business for Accutemp in 2018.

