

Ace Hardware

Problem

How do you raise awareness of your store in a downtown urban location?

Solution

Use bike share ad panels and posters creating a localized campaign.

Background

Client was looking to raise awareness within a one mile radius of their location.

Objective

The objective was to raise awareness on store location, and that they offer more than just hardware using the tag line, "Helping You Inspire Your Urban Lifestyle"

Strategy

Utilizing multiple posters to reach select areas of the city, as well as bike share ad panels for hard to reach areas. Locations were selected based on known patterns for vehicle and pedestrian traffic from Geopath, and targeted residents along with business owners in the area.

Plan Details

8/21/17 - 9/21/17 (4 weeks). Out of home (OOH) Formats included posters & bike share ad panels with mobile geo-fencing around each of the units. Over 3.9M OOH impressions were delivered during the campaign.

Results

Client saw a 7.2% lift on monthly sales year over year (YoY). The client was not running any other marketing initiatives during this time, so we can credit the sales increase to our local campaign. Additionally, the owner and his associates had multiple customers telling them about the billboards throughout the campaign. The client is working to use more OOH during the year knowing this media has helped his sales and awareness.

