

Blenders Eyewear

Background

Blenders Eyewear is an up and coming lifestyle brand that sells stylish and cost-effective sunglasses through their retail and e-commerce platforms. With a strong presence on social media, Blenders looked to OOH to build their brand within their hometown of San Diego.

Objective

The objective was to drive brand awareness in the streets of San Diego and increase online engagement as well as visits to their retail location in Pacific Beach, CA.

Strategy

With a goal to reach their key demo, they paired high-profile Bulletins with Posters, and were able to infiltrate each of their key neighborhoods at major intersections. They also made a point to geo-target creative based on the audience in each area to speak directly to specific consumer segments.

This resulted in multiple creative executions being utilized throughout the campaign to tell their brand story. In addition to geo-targeting creative, Bulletins were embellished with small extensions to create extra pop and a memorable experience for the end-user that could potentially be shared on social media.

Plan Details

Market: San Diego, CA

Flight Dates: July 2019–June 2020

OOH Formats: Bulletins, Posters

Target Audience: Adults 25-34 with Active and Healthy Lifestyles

Results

Blenders Eyewear saw a 25 percent increase at retail. They gained more than 200K followers on Instagram after this campaign was launched.

