

aaa OOH Case Study

DePaul

Background

DePaul Athletics wanted to boost overall ticket sales for both season and single tickets and drive foot traffic to the DePaul Basketball games at Wintrust Arena. The challenge was to drive awareness and sales for students, alumni, and local Chicagoans.

Objective

The main objective was to target audiences where they live and work to remind them that there is a local college sports team in Chicago. Some of the OOH placements were selected based on proximity to the DePaul campus and Wintrust Arena.

The remaining OOH placements were spread out throughout the city of Chicago:

- Targeting commuters along the downtown sidewalks - helping to target pedestrian and vehicular traffic.
- Rotating along the major thoroughfares in and out of the city - targeting those who commute with personal cars.
- Capitalizing on OOH that travels throughout the city limits via digital rideshare toppers.

Strategy

Due to a limited overall budget to cover two periods in the third biggest DMA, the media coverage had to be smart and efficient. OOH formats were selected to reach as many commuters within the Chicago area as possible.

Digital City Information Panels were placed on the Loop to target alumni and business professionals on major bus commuter routes. This format helped with frequency for those who commute throughout the city weekly but also to increase reach with city dwellers on the weekends, as they visit for a day of fun and adventure.

Full Motion Digital Rideshare Toppers ran general market impressions focused on the Loop and Chicago neighborhoods. The full motion creative was a great way to get the attention of both vehicular and pedestrian traffic alike. This format appeared with bold colors and crystal clear screens and was a great way to maximize reach across the Chicago/Downtown area.

A Premier Poster was located in the South Loop in proximity to the Wintrust Arena to remind those that work and live nearby that DePaul plays down the street.

Digital Highway Bulletins increased reach and frequency along the major thoroughfares capturing the daily commuters coming in and out of the city each day.

Digital CTA Platforms were located at the Fullerton and Diversey CTA stations, which reached the neighborhoods around the DePaul campus to engage closer with the community.



Plan Details

Markets: Chicago

Flight Dates: 10/28/19-12/1/19 & 1/6/20-2/9/20

OOH Formats: Digital Loop Immersion Zone, Digital Bulletins, Digital City Info Panels, Premiere Panels, Digital CTA Platforms

Target Audience: Adults 18+, DePaul Alumni, DePaul Residents, Collegiate Basketball Fans

Results

Consumers exposed to the OOH campaign were 2.5x more likely to visit than those not exposed. 69 percent of all DePaul event visitors were exposed to the OOH campaign.

