

## ABC Carpet and Home

### Background

ABC Carpet & Home is a beautiful six-story furniture and carpet store near Union Square and the Flatiron design district in New York City. In 2019 a major renovation was underway on several of the top floors within the retail location; inventory had to be condensed to three floors to make room for renovations. As a result, a sale was going to be announced in early Spring 2019 to move inventory quickly.

### Objective

Utilize New York City media solutions that best deliver to the ABC Carpet & Home target audience to drive brand awareness and increase product sales. Target audience: young urban audience, aged 35–55, who are trendy home owners with \$150k+ household income, have children, and live in expensive urban areas.

### Strategy

Utilize consumer analytics to demonstrate how digital street furniture assets fall within high-indexing areas of 35–55 year-old trendy home owners, and identify the best locations to engage and raise awareness with the target audience.

### Plan Details

Market: New York City

Flight Dates: March 13–31

OOH Format: 35 Digital Bus Shelter Panels

Budget: \$10,000 and over

### Results

The OOH campaign generated a 59.4% lift in unique visits to the designated ABC Carpet & Home retail locations. Visitation was highest at 12PM and 5PM and on Fridays. This campaign successfully increased foot traffic to the designated ABC Carpet & Home retail locations at peak times, such as lunch and dinner and on Fridays, when consumers are out and about.

