Facebook

Background

Facebook was running their Groups creative, an ongoing branding campaign encouraging users to find their Facebook group, when COVID-19 hit the US.

With markets going into lock down and the country in a state of emergency, Facebook knew they wanted to address the situation we were all facing. They looked to create a new strategy, including a way to utilize their existing media space. Facebook saw an opportunity to acknowledge the hard work of essential and medical workers during these unprecedented times.

With a quick turnaround the team was able to identify high impact and relevant units from their prior Groups campaign and further amplify the plan by being hyper-local and focusing on additional contextually relevant OOH units near hospitals and along key commuter routes.

Objective

The primary goal of the new campaign was to target and thank front-line workers who are keeping communities running. The target audiences are healthcare workers, along with delivery drivers, grocers, sanitation workers and more.

Strategy

The goal was to launch the new Thank You messaging into the markets as quickly as possible by utilizing DOOH and securing contextually relevant placements. The markets included New York, Los Angeles, Seattle and San Francisco—cities that were highly affected by the virus in its early stages. New York, Los Angeles and San Francisco were part of the earlier Groups campaign, while Seattle was added to the Thank You initiative due to the way the pandemic was impacting the city.

The campaign was broken up in two waves, with wave one initially focusing on healthcare workers, prioritizing units near hospitals (including pop-up emergency centers) and utilizing existing high impact units that were already secured. The second wave launched a week later, focusing on other essential workers and expanding the reach in the markets. This wave prioritized media near grocery stores, pharmacies and key commuter routes.

Plan Details

Market: New York, Los Angeles, San Francisco, Seattle
Flight Dates: Wave 1: 4/13/2020–5/17/2020 Wave 2: 4/20/2020–5/17/2020
OOH Formats: Digital Kiosks, Digital Bulletins, Bulletins, Digital Walls, Digital Transit Shelters, DUPs
Target Audience: Medical and Essential Workers
Audience TRP: New York: 845.13, San Francisco: 893.64, Los Angeles: 152.01, Seattle: 196.35
Audience Reach: New York: 61.02%, San Francisco: 81.24%, Los Angeles: 24.92%, Seattle: 28.05%
Audience Frequency: New York: 13.85x, San Francisco:11x, Los Angeles: 6.1x, Seattle: 7x

Results

Facebook ran a lucid study on the entirety of the campaign (including their prior Groups campaign that ran in Q1) and OOH was extremely successful in increasing both ad awareness and message pull through. The relevancy of the locations and messaging proved to resonate with consumers and the target audience. The message pull through was particularly important in increasing brand sentiment.

Results: Ad Awareness +9.9 increase Message Pull Through—COVID: +8.4 increase Message Pull Through—Standard: +6.8 increase NY Message Pull Through—Covid +9.3 increase LA Message Pull Through—Covid +7.3 increase Note: San Francisco and Seattle did not attain enough sample to accurately produce results