

Framebridge

Background

Framebridge, a five year old e-commerce company, launched their first retail stores in DC and Bethesda in the spring of 2019. Existing Framebridge customers frequented the stores but brand awareness needed to grow in order to drive new prospects online and to the stores. OOH presented an opportunity for mass exposure in the DC and Bethesda markets.

Objective

The objective was to drive awareness of the Framebridge brand by capturing the attention of local professionals during their commutes in high value areas surrounding the 14th St and Bethesda stores.

Strategy

Bus: Selected routes in Northwest DC, the suburbs surrounding Bethesda, and into Northern VA for high visibility placements targeting pedestrians and drivers.

Metro 2-Sheets & Digital Liveboards: Selected metro stations near stores and at stops frequented by DC area professionals commuting to work.

Bike Shares: Selected bike share placements near stores and in high value locations.

Digital: Geo-targeted display ads were placed around stores and surrounding physical placements.

Plan Details

Market: Washington, DC and Bethesda, MD

Flight Dates: 9/30/2019–11/24/2019

OOH Formats: 10 Bike Share Stations, 20 Ultra Super Kings, 20 2-Sheet Rail Posters, 30 Liveboards

Target Audience: Local Professionals Commuting to Work

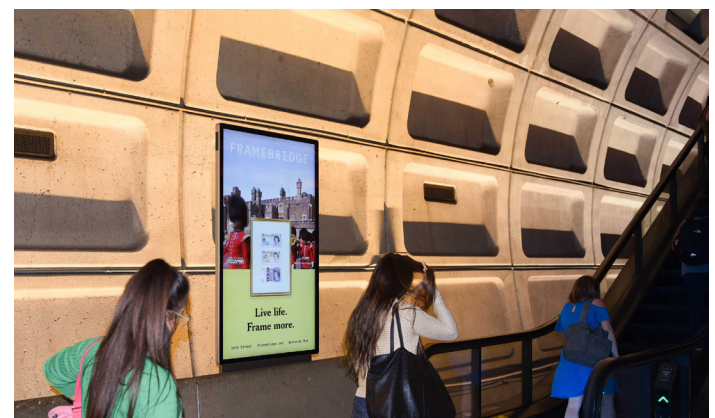
Impressions: Total Monthly Impressions: 9.7M. 4-Week,

Impressions by Format: USKs-3.2M, 2-Sheets-2.35M,

Bike Share-1.2M, Liveboards-2.2M, Mobile-750,025

Results

As a proxy for awareness, new user traffic was monitored along with new user branded search traffic. Both metrics were in a decline prior to launch, a trend which reversed during the campaign. The OOH flight increased awareness leading up to their key holiday time frame.



This campaign provided a 50 percent increase in total DC new users sessions during campaign and 38 percent increase in DC new users brand sessions.

Additional Info

This was FrameBridge's first OOH campaign. Based on the positive results, they already booked another campaign to run in Q4 2020.

