

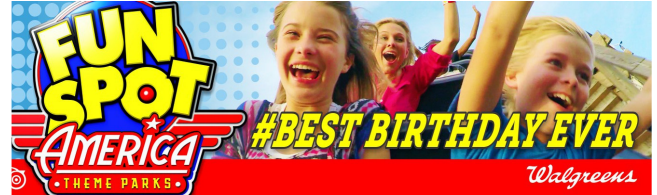
Fun Spot

Problem

How does Fun Spot promote their limited time ticket pricing?

Solution

By utilizing the flexibility of digital billboards.



Background

Fun Spot had previously used static billboards but wasn't familiar with digital billboards. Several times a year they have promotions for special ticket prices. Digital billboards have flexibility and ease of messaging that could make a big impact in Fun Spot's promotional ticket sales.

Objective

Fun Spots wanted to advertise their promotional ticket sales to locals and drive people to their website.

Strategy

The strategy was to blitz the market with Fun Spots promotional ticket offers. Each campaign had different date ranges and goals. Digital billboards provided the flexibility to promote the changing messaging.



Plan Details

Markets: Daytona Beach

Flight Dates: May 22, 2018 - June 9, 2018, November 22, 2018 - November 26, 2018

OOH Formats: digital billboards

Budget: \$10,000 and over

Results

Both campaigns showed ticket sales exceeding revenue goals and traffic on social media and the website increased.