



OOH Case Study

Great Start Wayne

Problem

How can Great Start Wayne convey the importance of early brain development to boost recognition of their organization and engage their target audience?

Solution

Through creative OOH messaging geotargeted to disadvantaged communities.



Background

Great Start Wayne is a non-profit organization which provides assistance in building, maintaining, and enhancing the early childhood system in Detroit and Wayne County. By partnering with numerous Ready community outreach groups, they help children thrive in school and in life.

Objective

Great State Wayne's objective was to increase awareness and engagement of their services, and also increase foot and website traffic.

Strategy

Great Start Wayne's message was focused on the importance of early brain development and was targeted to specific higher risk areas of the market.

Plan Details

Markets: New York City

Flight Dates: June 3, 2018 - July 28, 2018

OOH Formats Used: Digital bulletins, poster

Target Audience: Females 25-54

Audience TRPs: 36.3

Audience Freq: 8.1x

Total Impressions: 1.4 million general market

Results

The 8-week campaign consisted of three posters that over indexed against lower household-income (HHI) audiences and mobile proximity around their desired zip. The mobile ads added an additional 160K impressions and more than doubled the industry benchmark for secondary action rates (SAR). During the campaign, Great Start Wayne saw a significant increase in early literacy inquiries and enrollment. Their website saw a significant uptick in unique visitors on several critical information pages, far exceeding their campaign expectations.



Testimonials

"We were thrilled with the results of our campaign. We will continue to use out of home and mobile to guarantee future success." — Kathleen Alessandro, Director