



OOH Case Study

JC Productions

Problem

How to introduce up and coming music artist William Garza to the Hispanic target audience in Los Angeles?

Solution

An out of home campaign strategically placed in areas highly populated by Hispanic consumers.

Background

JC Productions, a music label, represents many up and coming artists, and wanted to introduce rising singer William Garza.

Objective

JC Productions wanted to target Hispanic consumers in the Los Angeles area to promote the release of new music from William Garza.

Strategy

JC Productions utilized three static bulletins in densely populated Hispanic areas to promote William Garza and his new music.

Plan Details

Markets: Los Angeles

Flight Dates: March 18, 2019 - May 12, 2019

OOH Formats Used: Static Bulletins

Target Audience: Hispanics Americans

Results

Digital downloads of William Garza's new song, De Que Hablas, saw a 30% sales lift as well as a social traffic increase of 20% after the out of home ads were posted.

Testimonials

"This campaign was a great success! I would highly recommend the out of home advertising platform to anyone that is trying to reach targeted populations. It works perfectly!"

- Jorge Contreras, CEO

