

## Janovic Paint & Home Decorating Stores

### Problem

How does a local paint and home decorating store expand its consumer base?

### Solution

By adding a highly targeted, flexible digital OOH campaign to their marketing mix.

### Background

Janovic's primary marketing efforts were focused on direct mail targeting their B2B clientele, and they had not used OOH as a recent ad medium. To expand the business, they wanted to shift their focus and marketing strategy to the consumer side and chose OOH as the ad channel.



### Objective

Janovic's campaign objectives for the OOH campaign were to drive brand awareness and generate foot traffic to their nine store locations in Manhattan. They wanted to reach homeowners and individuals who were interested in home renovations.

### Strategy

A four-fold strategy was implemented:

1. Audience & Store Proximity Targeting – develop insights on Janovic's target audience and select the highest indexing assets in the neighborhoods closest to the nine store locations in Manhattan.
2. Creative – use to showcase their partnerships with Benjamin Moore and Hunter Douglas. Janovic also teamed up with a local NYC artist to create ads that were vibrant and engaging.
3. Campaign KPI Measurement – conduct foot traffic research using consumers exposed to the OOH campaign versus consumers not exposed, plus pre-campaign and in-campaign measurement.
4. Amplification – add geofencing to deliver a synergistic mobile media message to the audience exposed to the OOH ads to further identify campaign exposure and engagement.



Geopath Out of Home Ratings were used and provided to the client to help them better understand the OOH impressions delivered, as well as the campaign reach and frequency obtained.

## Plan Details

Market: New York City

OOH Format/Flight Dates: Digital bus shelters with slow-motion animation capabilities

Flight: May 6 – June 30, 2020 and September 2 – October 27, 2020

Budget: \$10,000 and over

## Results

The foot traffic study revealed an overall increase in visitation rate of 35%.

The mobile geofencing produced over 2,000 additional website visitations as a result of the digital engagement the OOH ads helped produce. A majority of the mobile impressions were served to A25-54 audience and the mobile ads produced the highest CTR among the 55-64 age group.