



OOH Case Study

Kerfoot Canopy Tours

Problem

How can Kerfoot Canopy Tours increase visitation in the highly-competitive outdoor recreation category?

Solution

By utilizing out of home to depict images of the unique park experiences.

Background

Located just southwest of Minneapolis, Kerfoot Canopy Tours is a zip line course made up of 14-lines, a 175 foot suspension bridge over the Minnesota River Valley, and multiple sets of massive spiral staircases. Kerfoot is in an extremely competitive category, as outdoor adventure options are spread throughout Minnesota.

Objective

Kerfoot Canopy Tour's objective was to maximize brand exposure, as well as increase the attendance rates for the spring and summer seasons.

Strategy

The strategy for Kerfoot Canopy Tours was to target families and higher household income audiences to help increase attendance. They also looked to increase website traffic by promoting their URL.

Plan Details

Markets: Minneapolis

Flight Dates: May 7, 2018 - September 16, 2018

OOH Formats Used: Static Bulletins

Target Audience: HHI \$100k+

Total Impressions: 9.4 million with adults 18+; 3.6 million with HHI of 100k+

Results

For two seasons, Kerfoot's bulletin program ran 18-week flights on high impression units along major highways and in known family destination areas, such as the Mall of America. Kerfoot also incorporated inventory that skewed higher with HHI of \$100K+. Kerfoot's campaign resulted in an attendance increase of 82.2% over two seasons of utilizing out of home campaigns. Their website traffic saw a significant increase year over year and social traffic also increased.



Testimonials

“Simply looking at the numbers, I see we nearly doubled our attendance over two years by utilizing billboards in key locations. Going forward, we definitely plan on using OOH to ensure each season is successful.” Ed MacHolda, General Manager, Kerfoot Canopy Tours.

