

Maid Pro

Problem

How does a local franchise increase its audience?

Solution

Using digital out of home (DOOH) to increase local exposure.

Background

The Maid Pro franchise was purchased by Warner Robins in March of 2017 and was in need of gaining public attention, new clientele, and increasing revenue for the recently acquired company. Maid Pro faced the challenge of increasing awareness for an already existing company that failed to utilize advertising adequately for business growth and potential in the past. As a business providing professional services, it was important to the new owner to have as much exposure to the public as possible to increase revenue and market share.



Objective

The primary objective was to increase exposure of the company to the local population, thus increasing revenue. The target audience were households with incomes above the median in the area (18+ HHI \$50,000+).

Strategy

Digital billboards were chosen based on the ability to change copy for any upcoming specials and/or holidays. This strategy utilized the ability to keep the advertising concepts and ideas fresh and up to date.

Plan Details

Market: Atlanta, Georgia

Digital bulletins and posters ran beginning in April through 2017.

Weekly Impressions: 68,600

Weekly TRPs: 89.7

Campaign TRPs: 3,496.6

Campaign Reach: 90.72

Campaign Frequency: 38.6

Avg. Comp: 59.5%

Results

At the conclusion of the 2017 digital campaign, the increase in revenue was approximately \$60,000 over the previous year. Billboards were listed as the direct source for at least \$9,000 of those dollars.