

Master Spas

Background

Master Spas is West Michigan's premier Hot Tub & Swim Spa retail store and service provider.

Objective

The campaign objective was to drive brand awareness and to increase attendance to the annual Hot Tub & Swim Spa Show.

Strategy

Master Spas' strategy was to reach homeowners and HH decision makers through OOH messaging on key inventory in Western Michigan.

Plan Details

Market: Western Michigan

Flight Dates: four-week campaign

OOH Format: A mix of bulletins, posters, trivisions and digital bulletins on primary expressways that yielded high GM impressions.

Target Audience: Adult homeowners

Audience Reach: 40%

Audience Frequency:

Budget: \$10,000 and over

Impressions: 1.7M A18+ impressions

Results

Master Spas saw a 15-20% increase in show attendance vs prior year and has seen an increase in online unique views in the same timing. A majority of the attendees mentioned seeing the OOH when asked.

Additional Information

"Since using billboards, for every show since 1999 each shows attendance has better than the last with people mentioning that they have seen the billboards."—Mark Nelson, CEO

