



OOH Case Study

Navy Pier

Problem

How can Navy Pier increase visitation by both locals and tourists in the Chicago area?

Solution

With a complete out of home campaign employing various media formats.

Background

The Navy Pier in Chicago was challenged with the same problem that many tourist attractions face in big cities. How to increase visitation and engagement with the local population while still driving traffic from visiting populations. There's a fine line between being too "touristy" and being a place that the locals think of with pride.

Objective

The agency was challenged with how to use out of home advertising to re-engage locals for a tourist location. The team also wanted to tell the story of the Pier. The strategy utilized a wide variety of media for reaching residents on a local level. Digital media was used with relevant communication to create trigger reminders at key times and locations.

Strategy

Traditional bulletins and wallscapes were placed in neighborhoods and along key commuter routes highlighting attractions and experiences. Digital billboards rotated exhibits and benefits, speaking to various personas, highlighting the wide range of opportunities the Navy Pier offers for Chicagoans. Finally, the city was covered with trigger reminders at key times of the day and key locations, using taxi tops and digital bus shelters.

Plan Details

Markets: Chicago

Flight Dates: February 26, 2018 - December 31, 2018

OOH Formats Used: Static Bulletins, Street Furniture, City Information Panels, Taxi Tops, Transit Media

Target Audience: Women 25-53 with children. Secondary Demo of Adults 25-54

Audience TRPs: 1345

Audience Reach: 66%

Audience Freq: 20.2x

Total Impressions: Over 100M+



Results

The results of the campaign were very encouraging, according to the attribution study, 23% of audiences exposed to the campaign visited the Pier as a result of seeing the out of home campaign.

