

Pavire

Problem

How can Pavire separate themselves from similar products in the area?

Solution

By utilizing geographically targeted out of home.

Background

Pavire specializes exclusively in installing concrete paver driveways in the extreme temperatures of Minnesota. They compete heavily with similar products and services available in their trade area.

Objective

Pavire's objective was to grow brand awareness through education of the benefits of paver driveways vs concrete or asphalt. The goal was to increase web visits, phone traffic, and new business leads to ultimately drive sales.

Strategy

Beyond mass messaging within Pavire's trade area, their strategy was to reach a target audience of residential homeowners with HHI of 100K+ in the West Metro area of the Twin Cities.

Plan Details

Markets: Minneapolis

OOH Formats: Bulletins

Budget: \$10,000 and over

Target Audience: HHI 100K+ with 1.8M impressions, Frequency 10.1x

Results

Throughout the course of this program, Pavire had a significant increase in web and phone inquiries, which produced new sales. Pavire's campaign saw a 10X ROI of revenues directly related to their out of home program. Pavire tracked their media plan's performance and confirmed their billboards led to 55% of their new business inquiries during this time period.

