



# OOH Case Study

## Poo-Pourri

### Problem

How can Poo-Pourri build social media interaction to grow brand awareness?

### Solution

By maximizing brand exposure with a multifaceted OOH campaign.

### Background

Poo-Pourri is a well-known but growing bathroom fragrance brand, founded in 2007. They were trying to find unique new ways to reach consumers and solidify being a preferred choice for household bathroom sprays. They decide to use out of home and mobile as a conversation platform to interact with consumers in a clever way to amplify their current brand messaging.

### Objective

The goal of the campaign was to feature social media posts in their advertising to create user interaction. It also aligned with a brand promotion inviting one of their actual customers who posted on their social media to attend the filming of one of their commercials. Their target market was adult consumers.

### Strategy

They chose to use billboards in large metro areas where there is high vehicular traffic layered with mobile for maximum exposure and a station domination in NYC where they would be exposed to immense foot traffic.

### Plan Details

Markets: Dallas, Houston, New York City

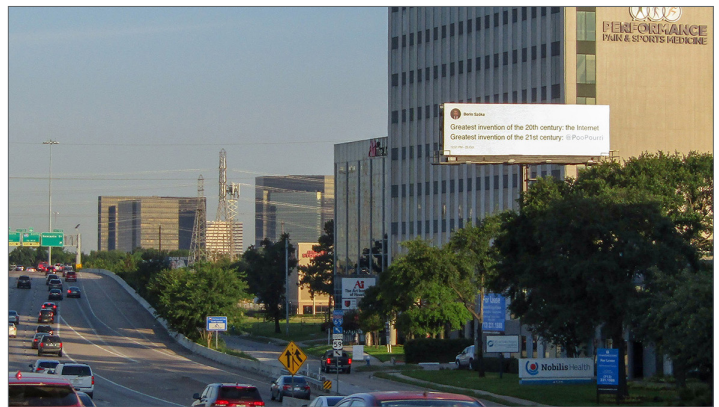
Flight Dates: Dallas - April 29, 2019 - May 26, 2019; NYC - May 27, 2019-June 23, 2019

OOH Formats Used: Static Bulletins, Station Domination, Mobile

Target Audience: General Market

### Results

The metrics for the mobile campaign were 1,877,993 impressions served, 4,705 of those served clicked on the ad and 219 took secondary actions once they reached the dynamic landing page. This metric is 55% above industry benchmarks. About two percent of the people served made a visit to a store that sells Poo-Pourri products. A press release about the sta-



tion domination was picked up by 147 outlets with an audience of 98,433,280. The Bedford Station has a 4-week minimum circulation of 1,451,200.

## Testimonials

Here is a link to a blog post: [Link](#)

