

Poppin

Background

Poppin, a modern office furniture company with the motto “work happy,” needed to increase foot traffic to their new Boston showroom. Although they had been selling complete office solutions for years, most of their brand recognition was related to office supplies. They had to increase brand awareness around their entire assortment, stand out from competitors, and establish themselves as the “work happy” experts.

Objective

Their objective was to make a splash within the Boston market to reach business decision makers in need of modern office furniture and to build brand awareness and increase brand recognition to aid the Poppin sales team in their outreach within the market.

Strategy

In order to make a splash and build brand recognition, the plan was built on four pillars. The campaign was anchored by a station domination in one of Boston’s busiest stations, Copley Station. Street-level media including Bus Ultra Super Kings and Digital Urban Panels targeted pedestrians and vehicular traffic throughout the city, providing reach and frequency. Liveboards targeted daily commuters as they traveled throughout MBTA subway stations and full brand trains provided a dominating presence within subway cars as riders traveled between stops.

Poppin also included a mobile retargeting component that included a geofence around Copley Station to provide an additional touchpoint to those who were exposed to the domination. They also geofenced Downtown Crossing, an area of the city known for its high concentration of office buildings and business professionals, as well as the Poppin showroom.

The strategy was to stagger start dates in order to extend coverage over the course of a longer campaign. The campaign rolled out with Bus Ultra Super Kings, Digital Urban Panels, Digital Liveboards, and Mobile from 9/23/19 to 10/20/19. The Station Domination and Brand Trains were activated on 10/7/19 and ran through 11/3/19.

Plan Details

Market: Boston

Flight Dates: 9/23/19–11/3/19

OOH Formats: Station Domination, Bus Ultra Super Kings, Digital Urban Panels, Liveboards, Subway Brand Trains

Target Audience: Adults 18+ Business Decision Makers



Results

Poppin increased new visitors to Poppin.com by 57.65% over the course of the OOH campaign. The mobile component of the campaign drove 999 landing page visitors, a 127.86% increase in landing page traffic. From those people who were exposed to the mobile campaign, 34 visited the Poppin showroom in the Boston Seaport.

