

## Posh and Polished

### Problem

How does a high end salon make an impact?

### Solution

By using out of home (OOH) to target areas local to clients.

### Background

Posh and Polished was a start up company that was having difficulty finding the right advertising method. They were struggling to get sales the first few months of business after trying magazine, e-mail blasts, and flyers.

### Objective

Posh and Polished needed to increase sales. They wanted to reach a middle to upper class audience with their high end nail salon.

### Strategy

A campaign was recommended that paired billboards in the desired target area with mobile geofencing with similar creative.

### Plan Details

Market: San Diego, California

Flight dates ran for 12 weeks from September to November using summer theme creative then switching to winter. We used Three billboards were used sized 10'5x22'8 and averaging 200,000 impressions per 4-weeks with 123,609 mobile impressions per 4-weeks.

### Results

The client started with a low budget having concerns about impact, but has continued to spend because the effectiveness that out of home (OOH) has had on their brand.

“When I opened Posh & Polished Nail Lounge, I underestimated the necessity of marketing. Our sales went up sixteen percent that month and kept steadily increasing. Marketing is part of our operating cost but, with our billboard ads and geofencing we see the money back immediately. Our OOH representative understands our target audience and gets our brand the maximum exposure possible” -Client, Lorena Abraham.

