

Seated

Problem

How does a mobile dining app, raise offline awareness?

Solution

Using a digital out of home (OOH) campaign to expose a digital heavy platform to the power of the medium.

Background

Seated is an app where users get Amazon and Uber rewards for dining out. The brand had never used OOH before as they were previously a very heavily digital driven company, (only Facebook and Instagram ads), so one of the first challenges was persuading them to give OOH a try. They wanted to drive more traffic to the app as well as increase mobile downloads.

Objective

Target Demographic: 18-34, single, college educated millennials already dining out.

Strategy

Market: Manhattan, New York

Cover the areas that have a high density of upscale restaurants. Digital OOH inventory was selected in the “hip and trendy” neighborhoods of Manhattan that have a reputation for high-end restaurants (UWS, UES, Tribeca, Chelsea, Mid-Town East, etc.) Geopath impressions to select the digital OOH inventory with the highest amount of impressions in each neighborhood. Each unit was geofenced.

Plan Details

Flight: 11/13 - 12/10. OOH Formats: Seven digital bus shelters and one digital newsstand.

Results

The client was very impressed with the OOH campaign, because they received positive feedback from investors who were happy to see the app get exposure. They are interested in a future campaign which also shows the campaign was a success. The campaign delivered in full, and finished with a click through rate of point five percent which is five times higher than the benchmark of point one percent.

