

# **OOH Case Study**

Outdoor Advertising Association of America

# 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.

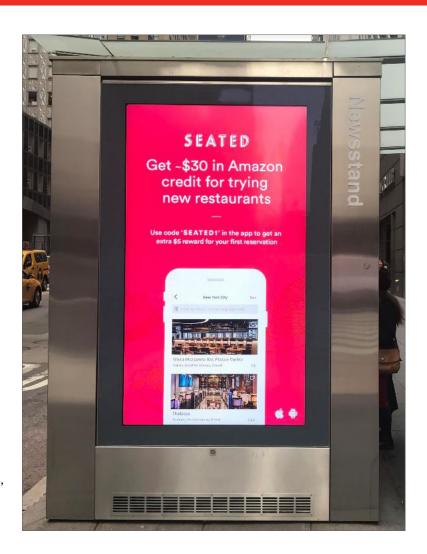
## **Objective**

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. 00H 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.