

aaa OOH Case Study

ShopBlackCT.com

Background

ShopBlackCT.com launched in the summer of 2020 and is a volunteer initiative and not-for-profit website that provides advocacy, awareness, and support for over 1,200 black-owned businesses across Connecticut.

Objective

The ultimate goal of ShopBlackCT.com's promotion is to build awareness of the initiative among black-owned businesses and Connecticut residents, while growing web and social traffic.

Strategy

The plan was anchored on Digital Bulletin assets in high-traffic areas across Connecticut, including some of the state's largest cities such as Hartford, New Haven, and Bridgeport, which provided tremendous scale. With a digital focus, it allowed for relevant messaging through the holiday season and the ability to pivot messaging easily.

Plan Details

Market: New Haven, CT

Flight Dates: Monthly starting in November 2020

OOH Formats: Digital Bulletins

Impressions: 32 Million

Budget: under \$10,000

Results

65 percent of all participating businesses in just one month learned about ShopBlackCT through OOH. ShopBlackCT.com saw 41 percent growth in "submit a business" conversions and a 45 percent growth in Instagram followers.

