



OOH Case Study

Southern Builders

Problem

How can Southern Builders create awareness of their recently developed homes and homebuilding services?

Solution

By maximizing visibility through a media mix of OOH and mobile.

Background

Southern Building had just completed for sale newly built homes in the St. Bernard neighborhood in southern Louisiana, just outside of New Orleans.

Objective

They wanted to drive brand awareness and consideration for their homes and building services.

Strategy

The strategy was to use both mobile and OOH to create brand awareness and develop consideration.

Plan Details

Markets: New Orleans

Flight Dates: June 11, 2018 - November 25, 2018

OOH Formats Used: Posters

Target Audience: Adults 18+

Results

The campaign produced a 62% lift above the mobile alone secondary action rate benchmark, with over 300K total impressions delivered.

Testimonials

“Give them quality. That is the best kind of advertising. And that is exactly what our agency did for us. Their marketing strategies not only increased our brand awareness, but our sales as well!” ~ Julie Boihem, Southern Builders.

