



# OOH Case Study

## TURNkey IT

### Problem

How does TURNkey IT increase consideration in their quest to be the prominent IT service for local business owners?

### Solution

With strategically placed OOH displaying exclusive offers.

### Background

TURNkey IT provides IT solutions for smaller businesses. They are in a growing field with many competitors appearing in the Chicagoland area.

### Objective

TURNkey IT's goal was to grow brand awareness and establish themselves as the premiere, outsourced IT service provider for small businesses throughout Chicago.

### Strategy

Beyond mass-reach tactics, TURNkey's strategy was to reach a target audience of males 45-65 who are decision makers, CEOs or local business owners that would be interested in outsourced IT services. The campaign was spread across strategically placed, audience-driven media throughout Chicagoland, which included digital OOH and mobile.

### Plan Details

Markets: Chicago

Flight Dates: July 1, 2018 - December 31, 2018

OOH Formats Used: Digital Bulletins

Target Audience: Males 45-65

Target Audience TRP: 96

Target Audience Reach: 16

Target Audience Freq: 4.5x per 4 weeks

Total Impressions: 5.7 million

### Results

TURNkey was able to track a staggering 708% ROI on their out of home investment. Out of home proved to drive new customer relationships as their customers called in asking about offers exclusively displayed on their out of home ads.

### Testimonials

"The combination of digital billboards and the mobile network has consistently delivered an outstanding return on investment for our campaign." David Kolssak - President

