



# OOH Case Study

## Tampa Bay Lightning

### Problem

How can the Tampa Bay Lightning drive higher levels of awareness and increase social media activation with NHL fans?

### Solution

By targeting a key area of the market with high-impact OOH creative tied to the theme of the team.



### Background

Historically, the Tampa Bay Lightning has been a believer in out of home. Great creative has insured the success of their previous campaigns. A growing fan base and increased ticket sales have been attributed to out of home, so it has become a powerful addition to their media mix. The team also utilizes social media coverage, so creating an OOH design that would amplify on social media was of the utmost importance.

### Objective

The objective was to use special effects on a bulletin to ignite excitement among NHL fans in a high traffic location to drive awareness and to drive social media activation.

### Strategy

Lightning storms are a frequent and powerful experience for people in Tampa, Florida. It's tradition to grow up watching storms with your family, and woven into the fabric of the community. The Tampa Bay Lightning, the league-leading NHL hockey team, is the perfect representation of this spirit. Their agency wanted this billboard to bring to life the defining characteristic of the town, the team, and the storms that define the market. A simple design with a lightning bolt striking the board was designed and installed in South Tampa where there is a steady stream of traffic and vehicles crawl during the evening hours. A smoke machine was installed so it appeared as though lightning had struck the board and it was actually on fire. Tapping into the area's history and the spirit of Tampa Bay with high impact creative proved to be a successful approach for meeting the objective.

### Plan Details

Markets: Tampa

Flight Dates: October 2018 - December 2018

OOH Formats Used: Bulletin

Target Audience: NHL Tampa Bay Lightning fans

Audience TRPs: 12.5

Audience Reach: 1.21%

Audience Frequency: 10.4x

Total Impressions: 86,000 impressions

### Results

During the eight week campaign, 86,000+ impressions were generated. The nearby clubs and restaurants were filled with patrons, locals and visiting tourists. The outdoor patio directly below the smoking billboard was filled to



capacity every night, and included the target audience that the Tampa Bay Lightning wanted to reach. The real success of this creative execution lies beyond the audience driving by the location. Social media impressions soared because of the local foot traffic and the shared photos and videos. Executing special effects on a billboard location to boost conversation in a digital world is a powerful success.

### **Additional Information**

This prominent South Tampa bulletin was equipped with a smoke machine that went off every few minutes to appear as though the board had been hit by lightning and was on fire, and was located in an area frequented by hockey fans.

