



OOH Case Study

Zenni Optical

Problem

How can Zenni Optical take its quality products beyond an online presence to build greater brand awareness?

Solution

By using an OOH transit campaign that delivered greater reach and featured vivid colors.

Background

Zenni is a direct to consumer (DTC) eyewear company that has sold over 25 million pairs of glasses. They have a wonderful product and wanted to increase recognition in America's busiest cities. They needed an out of home campaign to reach beyond search and social.

Objective

Zenni wanted brand fame. They have outsold Warby Parker yet have lower brand awareness. The media plan was to cover the streets of New York City with Zenni ads on the sides of MTA buses. This was a branding, reach, and frequency play so we went with general coverage across all bus depots.

Strategy

Zenni has fun, creative, and bright colors. We used those popping images to brighten up the city streets during a dreary winter. Zenni cut through the NYC winter to get squinting eyeballs on the brand, drive awareness, and increase traffic to the website. The creative drew consumers' attention and drove new customers to the website.

Plan Details

Markets: New York City

Flight Dates: February 18, 2019 - April 14, 2019

OOH Formats Used: Transit, Bus, Bus Kings

Target Audience: General Market

Audience Reach: 37.2

Audience Frequency: 6.5

Results

Zenni saw a 20% increase in daily sales from new customers in New York City while running the bus campaign.



Additional Information

The owner of Zenni visited New York City to take a selfie with one of her bus ads. Zenni has come back to do more out of home in NYC and will continue due to the success of each campaign.

