

Mahalo Heating

Background

The client is based in Rosburg, Oregon, which has a population of just over 30,000 with about 110,000 people residing in the county. The client was unsatisfied with the results of a heavy television campaign. They used TV as a staple of their advertising, but were paying for placement in a larger market in order to get their ads to appear in their local community. Much of the exposure was wasted, as the larger market (Eugene, Oregon) was an hour north of them. Due to stagnant sales, the client turned to OOH advertising to grow sales.

Objective

Increase In-Store, Promotional or Special Event Sales.

To create a dominating position that produced a very high share of awareness.

Strategy

The client utilized 15 billboards annually in a town of 30,000 people, so consumers were intercepted every few blocks by their message. The very simple “0% financing for 72 months” offer makes their copy clean, concise, and easy to understand. The timber industry is a primary employer in Roseburg. Many households operate with limited income residents, so having a financing option was a very important feature in this small town.

Plan Details

Market: Rosburg, Oregon

Flight Dates: 1/01/2022 - Present

OOH Formats: Bulletins, Junior Bulletins

Budget: Under \$10,000

Results

Sales from this financing offer rose from \$469K in 2020 to over \$1.4 million in 2021, the first year they used billboards. This past year, their sales grew another 21% to \$1.7 million.

