

## Durango Boots

### Background

With Globe Life Field set to become the new home for the American Rodeo in 2023, Durango Boots had a prime opportunity to go big as the primary sponsor for one of the rodeo's events. The brand built a captivating campaign to connect with audiences and boost its brand awareness.

### Objective

**Increase Store, Business Facility, or Special Event Traffic.**

Drive brand awareness and generate traffic for the local Durango retailer, Cavender's.

### Strategy

Durango Boots implemented a campaign with 17 targeted digital and static highway roadside bulletins targeting all arteries leading into the Arlington Entertainment District and other points of interest for the target demographic, such as high traffic locations on all the major driving routes into Globe Life Field. To captivate audiences, Durango Boots created bold and eye-catching creative. The brand targeted traveling rodeo participants and ticket holders through panels near the two major DFW airports and Dallas Love Field Airports. When assessing which panels to use, Durango Boots narrowed the selection based on how its reach and frequency location would contribute to the campaign's success.



### Plan Details

Market: Dallas

Flight Dates: 2/14/22 - 3/13/22

OOH Formats: Digital and Static Bulletins

Target Audience: People 18 years old and above

Target Campaign Impressions: 24,828,007

Target Campaign Reach: 23.8

Target Campaign Frequency: 14.32

Budget: \$10,000 or larger

### Results

Durango Boots conducted an attribution study with the local Cavender's store location, which included over 239,000 mobile devices, and found:

- Unexposed group visitation - 0.5231%
- Exposed group visitation - 0.8786%
- Lift due to OOH exposure - 67.96%