

## Patriot Home Care

### Background

Patriot Home Care, the leading home care services in Pennsylvania, needed to recruit new employees in a competitive market. The facility was vying for talent against other home care providers throughout the Philadelphia region. Historically, Patriot Home Care used multichannel OOH formats to reach its goals, such as using large format bus media, street furniture bus shelters, train station dominations, and train station 2-sheet posters. New owners were even more focused on seeing marketing investments generate measurable results.

### Objective

#### Increase Website Visitation.

Increase website visitation as a means to recruit new employees in a competitive market.

### Strategy

To generate ROI, Patriot Home Care implemented a two-pronged approach. Phase one included a brand lift study using bus shelter street furniture assets. From there, phase two launched a website attribution program for large format buses, including Ultra Super Kings and Fullbacks. With this two-pronged approach, Patriot Home Care could spread their message across a variety of vehicles to connect with prospective employees, and measure results.

### Plan Details

Market: Philadelphia, Pennsylvania

Flight Dates: 09/27/2022 - 11/21/2022

OOH Formats: Bus Media Ultra Super Kings;  
Bus Media Fullbacks; Bus Shelters

Target Audience: Lower income demographic; Existing home care providers

Target Campaign Impressions: 56,397,434 (transit)

Budget: \$10,000 or larger

### Results

Patriot Home Care's OOH strategy generated strong results, including a lift in website visitation to their key web pages. Exposed audiences were 158% more likely to visit the facility's web page than unexposed audiences. When analyzing specific web pages, Patriot Home Care's homepage received the highest lift at 206%. Notably, the facility's employee page generated a 99% lift, which aligned with Patriot Home Care's goal to connect with local talent.

The campaign also had a long-tail effect with website visitation levels trending upwards week-over-week during the campaign, illustrating that the messaging resonated with exposed audiences and drove interest. Further, OOH ad exposure led to a 128% lift in aided brand awareness. This finding placed Patriot Home Care as the most well-known brand in the category and elevated the facility above its competitors. OOH ad exposure also resulted in a 300% lift in unaided brand awareness.

Most importantly, 64% of exposed audiences reported that they recognized seeing Patriot Home Care's campaign after seeing a visual prompt, which is remarkably higher than the MFour™ ad recall benchmark.

