

## Shoe Sensation

### Background

With stores throughout the US and a mission to provide quality and brand name footwear for all family members, Shoe Sensation launched a local OOH campaign for a new store grand opening in Weirton, West Virginia.

### Objective

**Increase Store, Business Facility, or Special Event Traffic.**  
Increase foot traffic for new store grand opening.

### Strategy

Shoe Sensation launched an 8-week campaign using three static Posters to align with the market they were targeting. The brand ran creative with copy saying, “coming soon,” for four weeks prior to the store’s grand opening. For the remaining four weeks, they switched the creative’s copy to “Now open” to align with the store’s opening and to continue driving traffic.

### Plan Details

Market: Weirton, West Virginia

Flight Dates: 03/14/2022 - 5/01/22

OOH Formats: Static Posters

Budget: Under \$10,000

### Results

To assess how the local campaign influenced grand opening attendance, Shoe Sensation launched an attribution study which analyzed more than 35,000 mobile devices and compared consumer behavior from participants exposed to the OOH campaign to unexposed participants. Of exposed participants, Shoe Sensation saw a 79.17% lift in participant behavior from OOH exposure. Further, the brand saw an 11.34% lift among exposed participants in store visitation compared to a 6.33% lift among unexposed participants.

