

Gorillas

Background

Based in New York City, new startup Gorillas wanted a strong launch and differentiation from the crowded grocery delivery app market.

Objective

New Product or Service Launch.

People crave convenience and everyone needs groceries, which creates a highly competitive market for grocery delivery apps. Gorillas needed to differentiate themselves, especially given six of its local in-market competitors outspent Gorillas by 20.7 times.

To drive awareness in the 27 micro-neighborhoods they planned to serve, Gorilla launched a hyper-localized OOH media strategy to drive business for their ultra fast delivery services.

Strategy

Gorillas supplemented their digital strategy with OOH and guerilla marketing. They chose OOH through a cost-benefit analysis revealing the efficiency of geo-targeted subway transmit media, and ensured the micro marketing tactics delivered diversified OOH coverage for combined neighborhood-specific messaging to complement NY transit media’s reach and frequency.

Gorillas used strategic creative for in-app data and neighborhood messaging to spotlight each neighborhood’s top purchased items and used transmit media to showcase “universal truths” on their ultra fast delivery and convenience. The transit creative also highlighted the company’s collaborations like the Vita Coco and Gorillas Hangover Shop, offering app users items like hydrating coconut water, sweets, salty snacks, ibuprofen, and more.

Plan Details

Market: 27 micro neighborhoods in New York City, New York

Target Audience: New Yorkers

Flight Date: 01/10/22 – 02/06/22; 05/09/22 – 06/05/22; 06/27/22 – 07/24/22

OOH Formats: 2-Sheets, Interior Car Cards, Bus Kings, Live Boards

Target Campaign Impressions: 1/10-2/06: Subway Interior Cards (2000): 10,428,623 4-week impressions; Subway 2-Sheets (330): 34,860,276; 05/09-06/05: Manhattan Kings with Headliner Bus (75) 8,236,897 4-week impressions; Subway 2-Sheets (201): 27,776,231 4-week impressions; Subway Interior Cards (2000) 10,428,623 4-week impressions; 06/27-7/24: Subway 2-Sheets (120): 25,760,069; Subway Interior Cards (2000): 10,428,623 4-week impressions

Target Campaign Reach: 1/10-2/06: Subway Interior Cards (2000): 13.74% 4-week reach; 05/09-06/05: Subway Interior Cards (2000): 13.74% 4-week reach;

06/27-7/24: Subway 2-Sheets (120): 25.43% 4-week reach; Interior Cards (2000): 13.74% 4-week reach

Target Campaign Frequency: 1/10-2/06: Subway Interior Cards (2000): 7.4 4-week frequency;

05/09-06/05: Subway Interior Cards (2000): 7.4 4-week frequency

06/27-7/24: Subway 2-Sheets (120): 10 4-week frequency; Interior Cards (2000): 7.4 4-week frequency

Budget: \$10,000 or larger

Results

Gorillas' campaign generated more than 17,000 positive Apple Store and Google Play reviews, 91.2% used the word (or emoji for) “love”. The campaign was a leading channel in downloads and orders based on new user promo code attribution and customer acquisition cost. OOH helped drive this success with interactive subway platform posters. The campaign also brought Gorillas' biggest value proposition, saving New Yorkers time, to life. The app saved repeat app users an estimated 2.76 hours weekly. Based on attributable conversions, Gorillas saved customers 101,666 hours, 4,236 days, or 11.6 years of grocery shopping time.

