

Zola - Engagement Season & Vendor Marketplace OOH

Background

People know Zola as the wedding registry website. The brand wanted to educate people that they are much more than this and offer various wedding-related solutions. To do this they needed to reach their target audience (A25-34, urban areas, >\$75k HHI) with different contextual narratives in the top markets leading into and during peak engagement season (late Dec - first half Q1).

Objective

PJX was tasked with putting together a strategic OOH campaign to support peak engagement season as well as Zola's vendor marketplace.

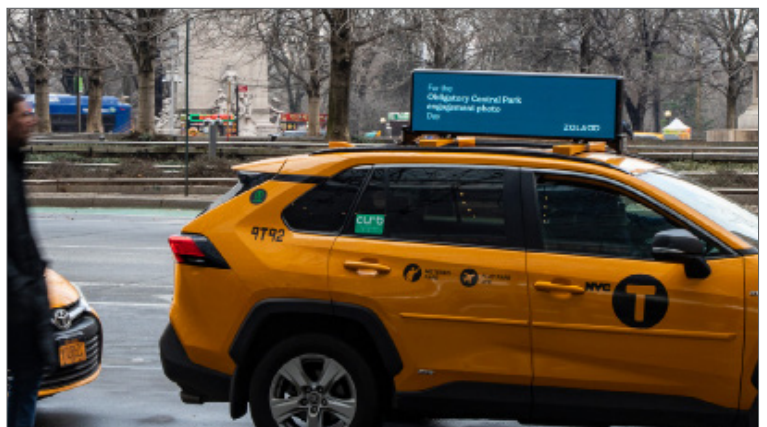


The engagement season initiative was to receive the majority of the OOH support. The objective was to solidify Zola's new creative platform by driving mass awareness and consumer interaction in one of the most highly-concentrated and highly-trafficked markets, New York, during December - February.

Additionally, for the vendor marketplace campaign, OOH was used to build relevance and cement association with weddings. The objective of this campaign was to drive awareness of Zola's vendor marketplace among Zola's core audience – young women/couples thinking about engagement – who may know about Zola as a brand but who may not realize there is a marketplace where you can book venues/vendors. Media was to be strategically placed in/around iconic wedding/engagement locations (dress shops/Soho, diamond district. etc.) with a priority placed on non-tourist areas of NYC to reach the core consumers.

Strategy

Targeted, Cherry-Picked, High-Profile Storytelling. We identified Zola's consumer set and aimed to surround the target audience across various neighborhoods and in proximity to select POIs. We were able to segment the NY DMA into quintiles to help guide the media selection. The data layer 'Concentration of Adults 25-39 With HHI \$75,000+ Who Are Planning To Get Married In The Next 12 Months In The New York Market Area' was applied to our mapping tool. We also were able to plot specific POIs, such as popular wedding dress shops, boutiques, and important tourist attractions.



To maximize impact and reach, we carefully selected high-profile, large-format media, transit, and street-level placements. These impactful placements were strategically located in popular tourist areas during the holiday season, including iconic destinations such as Rockefeller Center/Bryant Park, Central Park, Oculus/WTC, and the Theater District in NYC. The highly sought-after Rockefeller Center Station Domination was a key piece of the campaign as this is known to be an iconic location to get engaged. We developed custom storytelling frequency packages to ensure people saw the creative and were encouraged to discover more. Media was staggered to maximize coverage during this key period.

Beyond the noteworthy Rockefeller Center Station Domination, impact media included a digital spectacular unit near Bryant Park, a dedicated street-level bulletin in the Theatre District, and a corner bulletin in Soho. To help build a strong association

with weddings, we strategically placed street-level dedicated wallscapes in Soho near various wedding dress boutiques. We also helped develop custom geofencing for the digital taxi tops. The idea was to change the copy based on the taxi's location, JFK Airport, Central Park, and the Diamond District were a few key callouts. Lastly, 150 digital NYCLink kiosks were used to support the vendor marketplace awareness campaign with custom creative based on neighborhoods and the local vendors nearby.

Plan Details

Markets: New York, NY

Flight Dates: 11/4/22 - 2/19/23

OOH Formats Used: Subway Station Domination, Liveboards, Digital Spectacular, Dedicated wildposting, Bulletins, Digital Taxi Tops, NYC Links

Results

PJX helped to start a conversation around the brand and reach the core consumer at multiple touchpoints. We ran an attribution study in conjunction with the campaign that tracked website visitation linked to the OOH placements. The goal was to track all people who were exposed to the Zola Outdoor messaging, who then took action and went to the website. The pixels were placed prior to the OOH campaign launch to track web visitation pre-campaign compared to when media went live. Zola was also interested in tracking the "super signup" event, which is triggered by any new account creation on the site. A second pixel was used specifically for sign-ups. We were able to place the pixel on the confirmation page to ensure the signup has been completed and was accounted for. This was to provide insight into how the OOH drove lower-funnel purchase conversion.



The attribution results showed a 25% net lift of website traffic for exposed consumers vs. unexposed. With regards to the signup goal, there was a directionally positive net lift but lacked statistical significance. With additional scale, we expect the significance to increase. Exposed consumers were 46% more likely to convert on the Zola website compared to the unexposed user.

Audience Metrics

Target Audience: A25-34, urban areas, >\$75k HHI - thinking about engagements, living in NYC, and/or traveling into/visiting NYC.

Zola's core audience - Young women/couples thinking about engagement, who may know about Zola as a brand but who may not realize there is a marketplace where you can book venues/vendors.

Target Audience TRPs: 156.9

Target Audience Reach: 12.5%

Target Audience Frequency: 12.6%