



# OOH Case Study

## Shepard's Ocean Flame

### Problem

How can Shepard's Ocean Flame expand beyond their usual target audience?

### Solution

By expanding out of home creative to key geographic locations.

### Background

Shepard's Ocean Flame Restaurant is located on award winning Clearwater Beach. Even with several dining options along the Pinellas county coastline, Shepard's has historically attracted a large beach crowd. The restaurant wanted to expand the geographic boundaries of the target audience beyond Clearwater Beach and drive new traffic to Shepard's Ocean Flame from the feeder markets surrounding the beach in Pinellas and Hillsborough Counties.

### Objective

The objective was to increase brand awareness of Shepard's Ocean Flame to feeder markets outside of Clearwater Beach by utilizing premium inventory, digital displays and traditional bulletins, in Pinellas and Hillsborough counties.

### Strategy

The strategy was to use both digital bulletins and traditional bulletins to display a bold, dynamic, and colorful message that would be delivered to the target audience in a 'bigger than life' fashion. High impact graphics displayed on flexible out of home media platforms, at an effective CPM would promote Ocean Flame to areas that were not aware of Shepard's choice restaurant.

### Plan Details

Markets: Tampa

Flight Dates: March 11, 2019 - August 25, 2019

OOH Formats Used: Digital Bulletins, Static Bulletins

Target Audience: Adults 21+

### Results

Through measurement of overall sales volume, the OOH campaign met the objectives set forth and the client plans to continue their campaign into the Fall quarter. As soon as the campaign went up the client began to notice a difference in restaurant attendance. They were pulling an audience from other areas than just the beach. When comparing the numbers of dinners served it became clear that the OOH campaign was working. June dinners were up by almost 1,000 from the previous year and July dinners were up nearly 700 from July 2018.



## Testimonials

The client said, "I would recommend media platforms due to the flexibility, cost-per-person effectiveness and for excellent client service. What I like best about purchasing out of home media is the high impact graphics that it provides. Our agency is able to create bold, dynamic and colorful messages that are delivered to the target audience in a 'bigger than life' fashion."

## Additional Information

Audience TRP: 119.2 TRPs

Audience Reach: 20.98%

Audience Freq: 5.7x Frequency

Additional Metrics: 3,092,939M impressions

CPP: \$5.88, CPM: \$6.27

