

Aquatic Life Superstore

Background

Big Fish Aquatic Superstore is a store like no other in a growing market. The owner hires a staff of Aquatic Life hobbyists, knowing they have prior experience and passion through their personal pursuit of maintaining a well balanced environment for aquatic tanks. The advertiser's staff contains knowledge and problem solving that you won't find at the Big Box stores. The owner carries rare, hard to find species of all aquatic life. The store itself is an experience rivaled only by a state owned aquarium.

Objective

Increase Website Visitation

The advertiser needed full market awareness, that could overcome the challenges of a small ad budget and a retail store in a hard to find location.

Strategy

To generate high awareness, the client used 10 digital billboards that rotated throughout the entire market for three months.

Plan Details

Market: Wilmington, NC

Campaign Posting Dates: 11/6/23 - 1/28/24

OOH Formats Used: Mix of Digital Rotary Bulletins and Digital Posters

Target Demographic: Moms of young children & aquatic life enthusiasts

Budget: \$10,000 or larger

Impressions: 98,126 weekly

Results

With an 8-second ad seen once every 64 seconds for three months, this billboard campaign made a significant impact on audience engagement. The advertiser reported a remarkable 350% lift in Google Analytics since the campaign's inception, indicating a substantial increase in online activity and interest directly attributed to the billboards. Moreover, the effectiveness of the campaign extended beyond digital metrics, as new customers specifically mentioned the billboards upon entering the store, affirming the tangible influence of OOH on consumer behavior and brand recognition.

