

Field Of Screams Lancaster PA

Background

The Field of Screams, located in the Philadelphia area, is a popular seasonal attraction known for its immersive and thrilling haunted experiences.

Objective

Build General Awareness

To attract as many visitors from the Philadelphia region as possible.

Strategy

The strategy involved strategically placing boards along major routes leading into and out of Philadelphia on the North, East, South, and West sides of the city.

Plan Details

Market: Lancaster, PA

Campaign Posting Dates: September 4 - October 29, 2023

OOH Formats Used: Static Billboards

Target Demographic: Customers in the 18-34 age range willing to travel 1-2 hours to attend a Haunted Attraction

Budget: Budget \$10,000 or larger

Results

The Field of Screams campaign strategically targeted the Philadelphia market, resulting in a notable 15% increase in customers coming from this region compared to the previous year. OOH advertising served as the primary focus of their marketing efforts, contributing significantly to the rise in visitors.

