

## Forbidden Roots

### Background

Forbidden Roots was a new gardening retailer, and they were also brand new to out of home advertising.

### Objective

#### Increase In-Store, Promotional, Special Event Sales

Forbidden Roots was looking to increase name recognition to help grow their new business, and were particularly interested in targeting traffic from a key competitor.

### Strategy

As a new business, with a small marketing budget, a strategy was adopted that would be affordable while still meeting the client's goals. A selective group of posters that would rotate allowed the advertiser to stretch the budget while hitting multiple locations near and farther from the store. The plan allowed the store to engage current customers, but also reach potential customers that frequented a competitor in the area.

### Plan Details

Market: Olean, NY

Campaign Posting Dates: 10/30/23-2/18/24

OOH Formats: Posters

Target Audience: 18+

Budget: under \$10,000

Total Impressions: 41,979 weekly

### Results

The campaign yielded a notable 15% increase in sales, demonstrating the campaign's impact on driving revenue growth. Additionally, the advertiser experienced a 2% increase in social media engagement and a substantial 20% increase in website traffic, indicating effective cross-channel promotion and audience engagement. The campaign also contributed to a 15% increase in store visits, further validating its effectiveness in driving foot traffic and customer engagement. The customer's satisfaction was evident through the renewal of their contract for an additional 25 weeks, highlighting the campaign's continued value and success.

