

## G/Fore

### Background

G/Fore was launching a new footwear style, the G.112 Golf Shoe.

### Objective

#### Increase Online Sales

Generate broad awareness of the new G.112 golf shoe.

### Strategy

In conjunction with an online launch, paid media, and a local launch party, G/FORE targeted the market with an OOH campaign, including a fully wrapped electric transit bus, a billboard, and a poster ad.

### Plan Details

Market: Los Angeles, CA

Campaign Posting Dates: 6/10/23 – 7/09/23

OOH Formats Used: Transit bus, billboard, poster

Target Demographic: Male and Female, Ages 30 – 60

Budget: \$10,000 or larger

### Results

The transit campaign produced an impressive + 42% lift in sales, a 3% engagement rate, and social media growth with both Instagram (+1.8%) and TikTok (+14%). This uptick in social media engagement indicated heightened interest and interaction with the campaign content, amplifying its reach and impact beyond traditional advertising channels. The campaign also incorporated sustainability elements relevant to the LA market: reductions in CO2 emissions, methane, nitrous oxide, and particulate matter, through use of electric buses.

