

Green Shield Composite Decking

Background

Green Shield wanted to promote their decking products and services across West Michigan.

Objective

Increase In-Store, Promotional, Special Event Sales

The objective was to create a dominating presence in West Michigan.

Strategy

To build marketing domination, the most impactful, premium static billboards in West Michigan were selected, including 20 premium bulletin locations in Grand Rapids, with state-wide buys flighted in during the Fall and Spring.



Plan Details

Market: Grand Rapids, MI

Campaign Posting Dates: March-October 2023

OOH Formats Used: Static Bulletins

Target Demographic: General Market (18+ Adults)

Budget: \$10,000 or larger

Total Impressions: 20 million per four-week period

Reach: 5% per four-week period Frequency of 23.4.

Results

The client's OOH campaign return on investment (ROI) was outstanding resulting in an impressive return of \$8 in sales per \$1 of OOH ad investment, and producing a sales ROI of \$7 million. The client generated one of their best months in the company's history during the campaign: their best month in 2020 totaled \$500k; and in 2023 jumped to an astonishing \$4.5 million. The campaign also contributed to the company's growth with the number of employees increasing from 10 in 2020 to 173. The client emphasized the unparalleled effectiveness of billboards compared to other marketing strategies, highlighting that nearly half of their budget is allocated to promoting their brand through billboards.