

HWY30TX Music Festival

Background

This advertiser was promoting a 4 day country music festival held at the Texas Motor Speedway in Fort Worth, Tx on October 19th-22nd of 2023.

Objective

Increase Website Visitation

Their goal was to increase awareness and sell tickets to the event.

Strategy

The recommended strategy was a full scale Out Of Home campaign utilizing static & digital billboards throughout the DFW area, and supported by a mobile campaign (which utilized proximity & behavioral audience targeting) along with mobile video ads.

Plan Details

Market: Fort Worth, TX

Campaign Posting Dates: 8/14/23- 10/22/23

OOH Formats Used: Billboard, Digital Billboard, Digital Direct, Mobile, & Mobile Video

Target Demographic: 18-50 M&F Budget: \$10,000 or larger

Total Impressions: 67,313,360 across OOH (63,455,793), mobile advertising (14,307,745), and digital display advertising (1,000,000).

Results

The campaign generated 346 tracked visits.

