

Masonic Grand Lodge of Rhode Island

Background

The Grand Lodge of Rhode Island is a fraternal organization that wanted to generate interest from men in the Providence area who would want to become a member of their organization, a Freemason. The principal Masonic activities are community service and charitable work.

Objective

Increase Website Visitation.

The goal of the campaign was to get men to visit the website to learn about what the Grand Lodge has to offer, and present an inclusive picture of who might be a Freemason.

Strategy

The target audience was Men 18+, and to maximize reach on a small budget they chose billboards due to the low CPM and target audience geographic coverage. They also wanted to be able to measure the effectiveness of using OOH, so they incorporated a unique website in their billboard ad to quantify website visitation. The Grand Lodge looked at billboard locations that were located on both the major and off-interstates. In Providence, Route 95 has the highest amount of traffic, but it is also the highest rate. The off-interstates of Route 10 and Route 295 reach a different traffic pattern and are also less expensive on a monthly basis. The strategy was to maximize the budget by using billboard displays on all three highways so they could generate visibility for the longest time. Their original design pictured one man, but they determined that it would be more representative of their Grand Lodge if the billboard ad featured a more diverse mix of men and increase appeal to more individuals.



Plan Details

Market: Providence, RI

Campaign Posting Dates: 2/20-4/2/23, 5/15-6/11/23, 7/24-8/20/23

OOH Formats Used: Static bulletins

Target Demographic: Men 18+

Budget: Budget under \$10,000

Campaign Impressions: 2,270,624

Campaign Reach: 45%

Campaign Frequency: 6.9

Results

The client was delighted to report 516 visits to their designated website page, which was exclusively advertised on their billboard. The CPM for their target audience of Men 18+ was under \$5, indicating cost-effectiveness and strong engagement. This outcome underscores the effectiveness of their billboard campaign in driving online traffic and engaging the target demographic efficiently.