

St. Louis Scottish Games

Background

The St. Louis Scottish Games is an annual non-profit event held in the STL Metro area. The event actively competes with other Scottish games and outdoor events in the region so this client was looking to drive event attendance for their 2023 event.

Objective

Increase Store/Business Facility/Special Event Traffic

The organization's primary goal was to enhance awareness and increase attendance at the St. Louis Scottish Games.

Strategy

Their strategy was to use digital OOH to reach a wide range of audience demos across the St. Louis metro area through the use of a diverse range of creative messages to highlight activities and generate event interest and attendance.

Plan Details

Market: St. Louis, IL

Campaign Posting Dates: 04/09/23-05/06/23

OOH Formats Used: Digital Bulletins

Target Demographic: General Market (18+ Adults)

Budget: under \$10,000

Total Impressions: 371,000

Results

The Scottish Games' DOOH campaign achieved remarkable results including a 30% year-over-year boost in attendance, with figures reaching 4,400 attendees.

