

Tectonic Comics & Games

Background

Tectonic Comics & Games is a specialty retail store specializing in games, comics, collectibles, and toys located in Aberdeen, Washington, a coastal community with strong tourism.

Objective

Increase In-Store, Promotional or Special Event Sales

The objective of the campaign was to capitalize on the regional local and tourist traffic passing through coastal Aberdeen on their travels to nearby beach communities by increase its visibility and attracting more customers to increase foot traffic.

Strategy

The recommended strategy plan for Tectonic Comics & Games involved strategically placing a bulletin 1.5 miles from their store location to ensure their presence remains prominent among the traffic passing through the area. The bulletins effectively captured the essence of the store while incorporating directional elements to guide potential customers. This approach aimed to maximize visibility and attract passing traffic to visit the store, thereby addressing the objective of driving foot traffic into the store.

Plan Details

Market: Aberdeen, WA

Campaign Posting Dates: 02/21/23-10/02/23

OOH Formats Used: Bulletins

Target Demographic: Adults 18+, Gamers, Comic Enthusiasts, Board Game Lovers

Budget: Budget \$10,000 or larger

Total Impressions: 377,726 monthly

Reach: 1.2% monthly

Frequency: 6.9 x monthly

Results

The campaign's effectiveness was highlighted by a remarkable 75% customer purchase conversion rate, indicating a high level of engagement and interest among the target audience. Additionally, there was a notable 20% increase in foot traffic, demonstrating the campaign's impact in driving consumers to the physical location.

