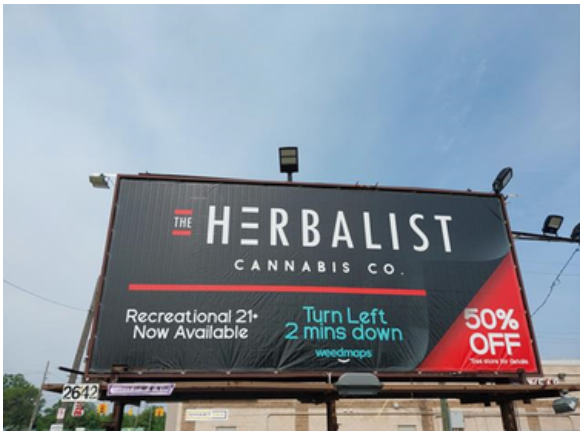
Out of Home Advertising Association of America

OOH Case Study

The Herbalist Cannabis co

Background

The Herbalist retail cannabis store faced challenges in distinguishing itself from other competitors in the vicinity. Their messaging needed to better connect with the local target audience, and improve store foot traffic.



Objective

Increase Store/Business Facility/Special Event Traffic

This campaign's goal was to reach the target audience in neighboring communities surrounding their store location and establish brand awareness in these consumers.

Strategy

This campaign's goal was to reach the target audience in neighboring communities surrounding their store location and establish brand awareness in these consumers.

Plan Details

Market: Detroit, MI
Campaign Posting Dates: Start Date: 07/03/23 Running for 52 Weeks
OOH Formats Used: Static Posters
Target Demographic: 21+ General Market Audiences
Budget: Budget $10,000 or larger
Reach: 31.79% Frequency 31.42
Total Impressions: 39 million

Results

During the campaign, the client experienced a notable 20% increase in foot traffic to their store, particularly during the midpoint of the campaign. The success was attributed to the strategic deployment of eye-catching posters in mid-April, strategically placed to capture the attention of passersby. The visually appealing and strategically located billboards effectively increased brand visibility and attracted more visitors to the store. The client commended the expertise and innovative approach of the campaign, expressing anticipation for continued success with similar strategies in the future.