

UrbanStems

Problem

How could UrbanStems both gain traction in an existing market and promote an opening store?

Solution

By marketing the same-day delivery offer to create buzz for the brand.

Background

UrbanStems was looking to increase brand awareness and spur higher levels of new customer growth during the back half of the year. Historically, Q3 and Q4 have the lowest demand for floral sales. Being a small startup, UrbanStems was looking to increase their presence in Washington DC (headquarters) and Philadelphia. UrbanStems turned to Out of Home in order to reach potential customers in transit to promote their same-day delivery offering.

Objective

The objectives for UrbanStems were to establish their position in a new market and to strengthen their position in an existing market. The campaign was designed to generate brand awareness and promote same-day deliveries to provide consumers with a “making someone’s day” kind of feeling.

Strategy

The strategy was to reach an urban audience within UrbanStems’ delivery zones with the message of their services. Same day office-to-office deliveries were a priority. The campaign employed multiple transit media formats that would target working professionals who used or were exposed to public transportation throughout the period. Bus and street-level advertising was used to target consumers who lived and worked in the markets. Rail displays were used to target commuters who entered the market from the surrounding suburbs.

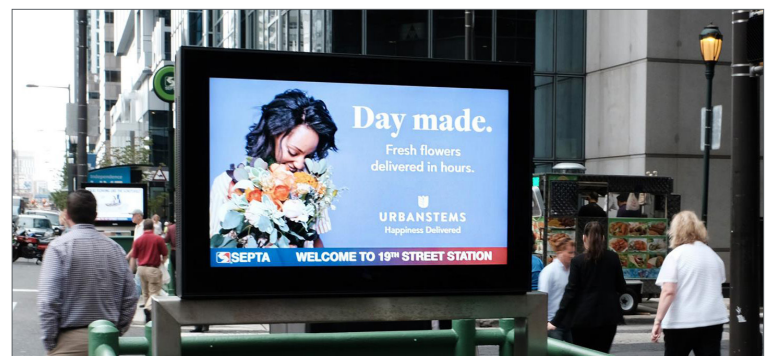
Plan Details

Markets: Philadelphia and Washington DC

Flight Dates: September 2017 - December 2017

OOH Formats Used: Ultra Super Bus King, High Impact Bus Tails, Digital Urban Panels, Digital Transit Shelters.

Target Audience: Working urban professional, male and female.



Results

UrbanStems' OOH program helped to drive growth in site traffic up by 48 percent in Philadelphia and 25 percent in Washington DC. Overall orders increased by 28 percent in the newer market of Philadelphia and 15 percent in the more established market of Washington DC.

Testimonials

Our Out of Home campaign spurred higher levels of growth than originally anticipated and allowed for UrbanStems to reach a wider audience within DC and Philadelphia. As a result of the Q3-Q4 campaign, we saw significant tailwind effect in these markets which led to successful Q1 and Q2 results in 2018.



