

In Todd We Trust

Problem

How does an OOH company prove that its product can pull in the impressions promised?

Solution

By creating an OOH campaign that would drum up public interest and track consumer traffic from the ads.

Background

The general manager of an OOH company launched a faux 2016 presidential campaign using a variety of OOH formats. The campaign promoted "TMac4Prez" paired with a variety of catchy and silly campaign slogans. The OOH company also created a landing page for anyone looking to further investigate the candidate.

Objective

The objective of this campaign was to create an in house example showcasing the reaching impact of OOH advertising.

Strategy

The OOH company used a variety of billboards and other available OOH formats in strategically chosen locations throughout the Madison WI DMA to attract locals' attention and promote interest in the independent presidential campaign. The landing page also hosted a survey where visitors could answer questions about how they found out about the campaign.

Plan Details

Markets: Madison, WI

Flight Dates/OOH Formats:

- Static Bulletins, Yard Signs, Posters
- Flight for static: March 2016 to May 2016

Results

The campaign pulled in impressive stats showing what sort of impact a focused OOH campaign can have on consumers. The campaign landing page saw over one hundred thousand page views as well as sent in requests for autographs, a radio station interview plus multiple interviews for news sources. The online survey results showed 92% of the 1,500 respondents cited seeing the billboards with the potential that some visitors had found the site via word of mouth.

