

## SKYSPACE

### Problem

How does a new Los Angeles attraction create awareness about its unique venue?

### Solution

Create an OOH campaign with a focus on location to attract the targeted audience.

### Background

To ensure OUE Skyspace LA created a memorable world-class experience for guests, incentivizing people not only to visit but more importantly to return, the team needed to quickly build brand awareness and adoption among locals and domestic travelers within the first three months of operation.

### Objective

With a goal of selling more than 650,000 tickets a year and a limited marketing budget, the team and OUE needed to be strategic about positioning, placement and look, and feel when promoting the new attraction.

The marketing team understood that the highest-impact demographic would be LA locals and their friends and families. To ensure the campaign engaged its target audience straight away, the team dedicated 76 percent of the digital and out-of-home media buys to promoting the attraction to reach audiences between the ages of 25-45.

### Strategy

To reach this diverse market, the team guided OUE Skyspace LA to develop a campaign that would compel singles, couples, and families to purchase tickets. Anchoring the view as the most attractive feature, the tagline, “From Downtown to the Beach in a Blink of an Eye” became the stepping-stone to the campaign, which ultimately leveraged some locations, demographics, and ethnicities, to play off of LA’s diverse culture and community.

Location, location, location. The team understood the importance of hitting some key touch points and locations to reach the appropriate audiences, but also had to stay within budget, so it strategically identified the following landmarks and takeovers:

- The Grove Banners
- The Grove Third and Fairfax
- Los Angeles 7th and Metro Rail Domination
- DTLA: Olympic and Union
- DTLA: Main and 11th
- DTLA: Century and Aviation
- Santa Monica Place



- Double Decker Bus
- Mobile Network

## Plan Details

Markets: Los Angeles

Flight Dates: June 2016 - July 2016

OOH Formats Used: Billboards, mobile ads, walls, bus exterior, rail

Target Audience: general market

Budget: The budget for the 2016 media plans allocated between print, digital, online, out-of-home, experiential and influencer events. With a mere, \$190,000 dedicated to OOH, the team strategically orchestrated a robust campaign that included billboards

## Results

As a result, the campaign garnered more than 7 million impressions, incentivized more than 2,500 unique users to visit the OUE Skyspace LA website, and exceeded average CTR (click through rate) benchmarks across the board.