

Sprint

Problem

How does a telecommunications company create hype around its network reliability targeting a specific city?

Solution

Craft an OOH campaign that places Sprint as part of the city, therefore cementing itself as its go-to network in the market.

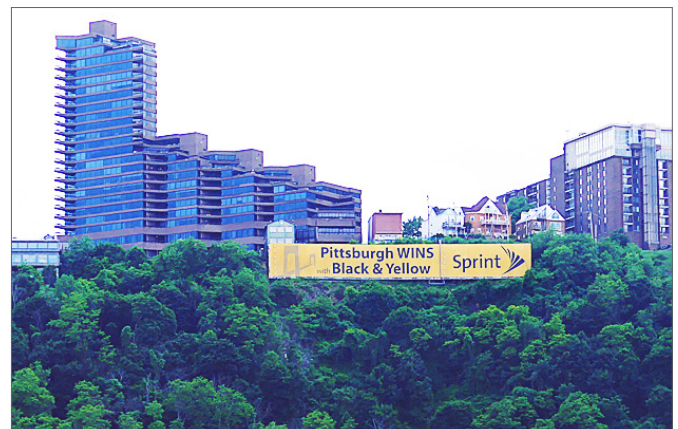
Background

Sprint was recently ranked tied for 1st place for call and network reliability in the Pittsburgh market. This put them in line with Verizon, AT&T, and T-Mobile. Sprint needed to find a compelling way to introduce that it is the most reliable network in the region. Sprint needed to reach and attract new customers by amplifying its brand and current promotions in the Pittsburgh market.



Objective

Sprint's campaign objective was two-fold. First, Sprint wanted to put a "flag in the ground" claiming the Pittsburgh market. Sprint desired to connect with the City of Pittsburgh using the landmark Mt. Washington sign, becoming a part of the City skyline. The city of Pittsburgh bleeds black and yellow for its sports teams, coinciding perfectly with Sprint's branding colors. Sprint is proud to be a part of the Pittsburgh community and wanted to show its support. This sign provided an opportunity for Sprint to display a positive message and create excitement for the region. Sprint also needed a way to focus on current in-store offers in order to activate new customers and drive in-store foot traffic.



Strategy

Sprint's strategy was to do something big and unexpected. Sprint "claimed" the city utilizing a 30' x 226' bulletin on the facade of Mt. Washington, overlooking the city of Pittsburgh. Then, the team planned to complement the anticipated buzz surrounding the landmark Mt. Washington sign with a digital campaign. This campaign would utilize digital bulletins and digital posters to quickly change creative up-to-the minute as needed, depending on the direction of their in-store marketing efforts.

Plan Details

Markets: Pittsburgh, PA

Flight Dates: June 2015 - November 2015

OOH Formats Used: Permanent Bulletin, Digital Bulletins, Digital Posters

Target Audience: 18+

Budget: The Regional budget planned to a media mix of OOH, Radio & Facebook (Social Media). This was to run prior to the

kickoff of the National TV Campaign that included “Project Paul”. Most of the regional budget was able to transpond to OOH.

Results

In less than 90 days since the campaign’s launch, Sprint saw the following results:

- 15% incremental lift in traffic counts to our Pittsburgh Area retail stores alone
- 33% incremental lift in Gross Adds (New lines of service to Sprint)
- An incremental lift in Pittsburgh market revenue based on new subscriber growth listed The Mt. Washington Sign was installed the day between Game 1 and Game 2 of the Stanley Cup Finals. The Penguins won both of those games in route to lifting the cup. Sprint received a lot of news coverage for the installation of the Mt. Washington Sign. Sprint is set to renew both its Mt. Washington sign & digital billboard contracts when they expire in November. They are also actively looking for “landmark” locations in other cities around their Western PA, Ohio, and West Virginia region to pair with Digital OOH. Sprint would like to duplicate its marketing plan from Pittsburgh in other cities within their region.



Testimonials

“These [OOH] results are incredible and really set the foundation for any other advertising we add to the Pittsburgh Market. I found out this weekend that the Gateway Clipper [boat tour of the three rivers in Pittsburgh] speaks to the Mt Washington Billboard – gives a little history of the board and mentions that Sprint tied this into the Penguins’ Stanley Cup win.” –Anna Whitmore, Sprint

Additional Information

The campaign gained publicity from an article in the local newspaper, The Post-Gazette, stating “It’s possible to see that billboard during a commute through the Fort Pitt Tunnel, while buying a hot dog in PNC Park and even at home during national sporting broadcasts if the cameras pan over the city for “beauty shots.” See here: <http://www.post-gazette.com/local/city/2016/06/09/Sprint-sign-on-Mount-Washington-is-gaining-value-and-national-attention/stories/201606090030>



Audience Metrics

Target Audience TRPs: Digital Campaign Only: 88 TRPs; Total Campaign 705 TRPs

Target Audience Reach: Total Campaign Reach 57.66

Target Audience Frequency: Total Campaign Frequency 12.2

Additional Relevant metrics: The iconic Mt. Washington Billboard (30’ x 226’) location sits on the face of a mountain overlooking Pittsburgh. The amount of weekly impressions that this board demands are not exclusive to the one roadway it sits near. The Mt. Washington Board is Pittsburgh’s most visible display and a true landmark. This board is seen from multiple vantage points including Downtown, North Shore, PNC Park, Heinz Field, Rivers Casino, Carnegie Science Center, major highways (I-376, I-279, Rt. 65, Rt. 28), secondary arteries (Carson St., West End Bridge, N. Shore Dr., Blvd of the Allies, Casino Dr & Western Ave) and the three rivers among other spots.