

OOH DRIVES VISITS TO MOTORSPORT DEALER LOCATIONS



Campaign Objective:

Drive the client's brand awareness and in-store traffic in four priority Texas regions.

Solution:

Increasing campaign exposure during morning rush hour and targeting consumers traveling on key roadways, identified digital OOH units in proximity to dealership locations and secured placements.

Results



The client saw a significant **+294% lift in store visits** from consumers who were exposed to the OOH ads versus those who were not.



The OOH campaign drove a **+11% gain in unaided brand awareness** with Adults 18+ who saw the messaging.



Consideration intent increased +10% and brand favorability +5% for A18+, based on viewing the OOH campaign.