

Abbott Laboratories - Chicago Marathon

Problem

How does a marathon sponsor build brand awareness around the event?

Solution

By building custom OOH to support the event and post brand-specific messaging.

Background

Abbott, a sponsor of the Chicago Marathon, habitually advertised its partnership through traditional OOH. The client wanted to build a campaign that would resonate with visitors and city dwellers and inspire conversation, particularly within the running community. The media company was challenged with creating a pervasive presence in high-impact areas of Chicago that utilized OOH as a powerful platform.



Objective

The company was asked to explore OOH formats that would make a strong impression around the city. Abbott wanted to build brand awareness and a solid reputation by advertising its marathon sponsorship to the “Life Champions” demographic. This group was described as adults 25 to 64 with a bachelor degree or higher. They are also active online and live a healthy, dynamic lifestyle.

Strategy

The media team was interested in outstanding ideas using Chicago Transit Authority assets. The final execution was an eight-foot female marathon runner sprinting towards the finish line on the Chicago and State headhouse. With the marathon drawing thousands of visitors to the city, the OOH placement was in the heart of a prime tourist area, residential community, and shopping hub in downtown Chicago. The media package included a second branded headhouse and a branded elevator. Through strategic project management, the client could communicate expectations and feedback directly to the prop vendor. The Abbott client hand-selected an actual marathon runner to act as the prop model and sculpted an impressively lifelike replica. The prop went live the Sunday before the marathon, running for about six weeks total.

Plan Details

Markets: Chicago, IL

Flight Dates: October 3 to October 30, 2016

OOH Formats Used: Double deckers, traditional bulletins, digitalhighway bulletins, and the headhouse activation

Target Audiences: Adults 25 to 64; “Life Champions”

Results

The final product garnered positive attention, receiving a great deal of social media mentions from the running community. The company was excited to see if the concept would appear on the brief for next year and how it could be improved upon. The total number of impressions was estimated at 5,554,604.

Testimonials

“I finally got to see it yesterday, looks awesome! We’ve been getting lots of social media mentions and likes on it. Getting around in the running community - first time our headhouse creative has done that! Exactly what we wanted. Thanks for all the hard work. Job well done all!” - Mark Procop, Abbott’s Senior Director of Marketing