

## Sprocket Wireless

### Problem

How to promote a wireless company's holiday deals during an already saturated advertising season.

### Solution

By using a combination of targeted OOH and mobile geofencing to alert consumers to the company's multiple locations and website.

### Background

Sprocket Wireless was looking to generate awareness and excitement about its flexible wireless and data plans at low costs for the consumer. Sprocket was also looking for a "final push" to increase sales from Black Friday through the end of 2015 on specific products for "Christmas Stocking" ideas.



### Objective

By using strategic OOH placements near Sprocket Wireless stores and with relevant creative concepts, Sprocket Wireless wanted to generate enough impressions to motivate Adults 18-49 to visit stores and inquire about their special holiday offers.

### Strategy

Understanding that 65 percent of Adults 18-49 are 20 percent more likely to switch wireless carriers during the next 12 months, and 42 percent travel more than 200 mile per week, the media company recommended a powerful strategic media mix. Using bulletin locations near Sprocket Stores along with mobile geofencing, the campaign targeted adults 18-49 and connected consumers to the physical and digital worlds. This offered the opportunity to extend a one-way impression into a two-way engagement with the key target audience in real time with the ability to measure results by analyzing click through rates and location and creative specifics

### Plan Details

**Markets:** Tulsa, OK

**Flight Dates/OOH Formats:**

- 9 Bulletins
- Flight: November 2 - December 27 2015

**Budget:** \$10,000 and over

### Results

The campaign generated 4,610 clicks and increased store visits, website traffic, and online purchases to featured promotions. Sprocket was very satisfied with campaign results and allocated a budget from other areas into OOH with mobile geofencing for 2016, resulting in an annual contract of \$173,000 for OOH.