

## Parker and Sons

### Problem

How does a repair company broaden its influence in the market?

### Solution

By targeting a specific demographic with a DOOH campaign.

### Background

Parker and Sons wanted to broaden its influence in the market by increasing the number of digital bulletins it displayed. The development team devised a strategy to double the client's creative budget. As a result, that client was able to launch a campaign that would nearly triple the amount of OOH and impressions delivered each year.

### Objective

The client wanted to reach a younger demographic, homeowners, and the emerging Hispanic population in the Phoenix market. The goal of the campaign was to triple the amount of delivered impressions by placing the billboards in specific, strategic locations, while remaining within the client's budget.

### Strategy

The digital billboards were placed according to research done on the targeted demographics. Each location also provided the optimal number of impressions and reach.

### Plan Details



Markets: Phoenix, AZ  
Flight Dates: April 3, 2017 - April 1, 2018  
OOH Formats Used: Digital bulletins  
Target Audiences: Homeowners, younger generation, Hispanic population



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Budget: \$280K