Outdoor Advertising Association of America

99 Cents Only Stores

Problem

How does a deep-discount retail store become a primary store for shoppers across the San Diego DMA?

Solution

Develop an OOH campaign that creates a sense of community and familiarity with the brand and the many discounted products it has to offer.

Background

99 Cents Only Stores is a premier deep-discount retailer offering consumers extreme value. Primarily carrying name-brand consumable, specialty items, and general merchandise catering to local areas. The plan was to launch a media campaign in San Diego, California, where the company had just refreshed 25 stores located throughout the DMA. The primary challenges were poor consumer perception and limited brand awareness.

Objective

The goals of this campaign were as follows: 1) Increase in store transactions by 5% across all SD locations while branding the 99 Cents Only Stores new creative messaging "Do The 99"
2) Work with marketing team to monitor and report on store transactions Week over Week and Year over Year
3) Increase website activity

Strategy

The campaign created an in depth profile for each store to determine demo and behavior/lifestyle characteristics within each community. The comprehensive media plan was designed to increase transactions in and around local stores.

"Surround sound" media tactics included radio, digital, OOH, and print. Specific tactics, stations, and dayparts were chosen to reach audience efficiently and effectively.

The team utilized station personality endorsements to create a sense of "community" and familiarity with the 99 Brand.In addition, they used a "find location" call to action to drive and measure customer navigations to stores and location pages of the website and consitnuousy monitored weekly transactions to optimize media mix to aid underperforming stores. Finally, they placed highly impactful, broad reaching OOH (bulletins), along with directional boards, to create awareness and drive traffic.

Plan Details

<u>Markets</u>: San Diego DMA
<u>Flight Dates</u>: April 2016 - July 2016
<u>OOH Formats Used:</u> Gas station pump toppers, bus shelters, bulletins, posters, bus backs
<u>Target Audiences:</u> Adults 18 - 54, ethnically diverse (Spanish and English messaging), shopped at like business
<u>Budget:</u> 70% of the budget was allocated to overlay (broad reaching) and 30% to local (targeted). OOH media was assigned 31% of the budget

Results

Achieved 5% year over year transaction goal, consistently increased transactions during 12 week campaign, increased NEW USERS to MAIN URL by 97% (pre vs. during), increased NEW USERS to STORE LOCATOR page by 227% (pre vs. during), increased NEW USERS to STORE LOCATOR page by 86% YoY (GA reports). Survey Conducted by Social Quest: Shoppers in the San Diego market are visiting 99 Cents Only more compared to last year since the conclusion of a 12-week marketing campaign, 52% are visiting more compared to 36% before the campaign. Respondents attribute the increase in "shopping more" to greater product variety, improved quality & freshness of products, and stores easier to find. More shoppers are using 99 Cents Only as their primary store and visiting for restocking, filling in between visits to their primary stores, and looking for seasonal items—and fewer are shopping for fun or for bargains. Almost all (98%) of respondents made a purchase on the day of the post-campaign interviews, compared to just 87% on the day of the pre-campaign interviews. 99 Cents Only also has improved its image compared to other store chains on almost all attributes measured. These metrics support a conclusion that the marketing campaign and remodeling initiative increased both visitation and buying activity.

Additional Information

OOH delivered the most overall impressions. In-store transactions noticeably dropped when OOH ended (10 weeks into 12 week flight).

Audience Metrics

Target Audience TRPs: 200 weekly
Target Audience Reach: 90% over 12 weeks
Target Audience Frequency: 12.7 over 12 weeks
Additional Relevant metrics: 5% increase in transactions