

## Bath Fitter

### Background

Bath Fitter is a company that remodels bathrooms. They have extensively used TV and radio to advertise before 2020. This campaign was Bath Fitter's first time utilizing an out of home campaign. They maxed out their advertising reach with TV and radio, so they wanted to use billboards to increase top-of-mind advertising. Bath Fitter needed to capture the maximum amount of potential customers with this campaign to stand out amongst its two competitors in the market.

### Objective

The goal of this campaign was to maximize brand awareness and to ensure that Bath Fitter was the top-of-mind retailer for consumers looking for a shower or bathroom remodel in the Spokane market.

### Strategy

A 14x48 billboard was placed next to a Lowe's Home Improvement store that was located in the city's busiest arterial to maximize exposure. The campaign also utilized 8 rotating 10x30 billboards that move around town every few months. Moving the billboards around gave more people the opportunity to view the billboards.

### Plan Details

Market: Spokane, WA

Flight Dates: February 24, 2020 - December 31, 2020

OOH Formats: Tri-Vision Billboard, Boards

Budget: \$10,000 and over

### Results

Bath Fitter reported that sales are 32 percent higher in 2020 than they were in 2019.



Live area: 10'0"x30'0" Finished area: 11'0"x31'0"