

## BeIN Sports

### Problem

How does a cable provider with a very specific following engage additional viewers for its Copa America playoffs coverage?

### Solution

Create an OOH campaign with consistent and dynamic creative to attract additional viewers to its rare coverage.

### Background

To inform soccer fans of the upcoming Copa America playoffs exclusively on BeIN Sports programming, a timely, wide-ranging OOH campaign was developed to run in major US markets.

### Objective

Soccer fans in the America's were targeted to inform them of the exclusive upcoming TV coverage. Hispanic and GM male targets.

### Strategy

To create a dynamic and consistent look across formats with specific cable provider messaging utilizing the stars of the sport.

### Plan Details

Markets: Top 10 National

Flight Dates: June 2015 - July 2015

OOH Formats Used: Bulletins, Digital, Station Domination

Target Audience: Male Hispanic and GM

Budget: Incremental dollars were found for an OOH push only.

### Results

TV viewership skyrocketed and coverage was notably increased.

### Testimonials

"This last minute spend all in OOH provided a significant increase in viewership. We know OOH with dynamic creative can make a major impact." - Juan Ochoa, BeIN Sports

