Gordon Food

Problem
How does a food services store distinguish itself from its competitors?

Solution
Create an innovative campaign utilizing OOH posters and geo-targeting to remind its audience of its upgraded produce department.

Background
Gordon Food Service Stores were upgrading their produce departments in the Grand Rapids Market. With significant competition from other providers they needed to make sure that they communicated as clearly as possible, and in a way that everyone would remember.

Objective
Build Awareness for upgraded produce department. Target is Adults 35-54, HHI $65,000+, shopping for family, larger family and community events, skews female.

Strategy
Utilize OOH (Posters) and Geo-targeted digital with an OOH teaser program displaying larger than life produce in a tantalizing way.

Plan Details
Markets: Grand Rapids, MI
Flight Dates: June 2016 - August 2016
OOH Formats Used: Posters
Target Audience: Adults 35-54, HHI $65,000+ Skews Female
Budget: 83% OOH, 13% Digital (web) for this campaign

Results
OOH raised the awareness levels in the Grand Rapids Market significantly, delivering nearly delivering over 23 million impressions over the course of the 8 week campaign. Everyone including other media were talking about the campaign. This teaser campaign lit up social media as well.
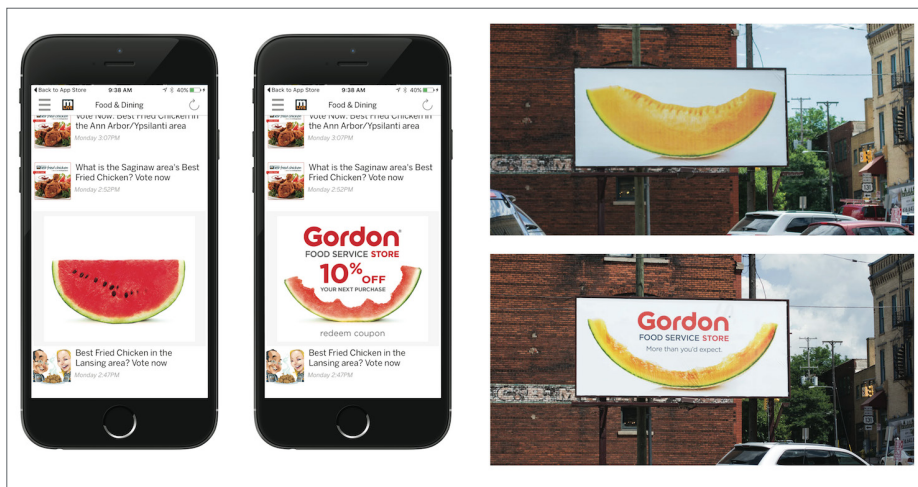
Testimonials

"LOVE your billboards in Grand Rapids area. It had my kids and I searching for fruits and veggies everywhere we drove and guessing who the advertiser was. And now to see them popping up "eaten". Fun and effective!" - Teresa Dood, Grand Rapids
"What the h*** is up with all the fruit billboards, Melissa Rozema has seen cantaloupe, banana, an just a tomato today!?"
- Nicholas Rotman
"A billboard that I swear had a watermelon on it now has a watermelon rhine & says gordon Foods." - Jenette Emerick

Audience Metrics

Target Audience TRPs: 1558.4
Target Audience Reach: 66.75
Target Audience Frequency: 23.3
Total Impressions: 23,845,811
Additional Relevant metrics: Adults 35-54, HHI $65,000+ Skews Female
Target Population: 1,530,677