

Ah-Tah-Thi-Ki Museum

Background

After COVID forced the Ah-Tah-Thi-Ki Museum to shut down for nearly 18 months, the museum wanted to drive awareness and website traffic as soon as it was safe to re-open.

Objective

Increase Website Visitation:

Focus on all drivers and passengers on the west coast of Florida who passed by the billboard locations, particularly those with an interest in arts and culture.

Strategy

To make the billboards stand out to passing traffic, the Ah-Tah-Thi-Ki Museum turned to original artwork from a Seminole Tribe of Florida artist for its creative.

Plan Details

Market: Florida

Flight Dates: 8/16/21-8/29/21

OOH Formats: Digital Bulletin, Digital Poster

(six slots of six seconds at six locations)

Target Audience: All drivers and passengers on the west coast of Florida who passed by the billboard locations, particularly those with an interest in arts and culture

Budget: Under \$10,000

Results

Website visitors in the area of the billboard locations during the campaign accounted for 15.46% of total website visitors. In the same billboard locations areas, the campaign led to a 2,124% increase in website visits compared to the two weeks before the campaign and a 1,166% increase in the two weeks after.

