

Toms-Price Furniture

Problem

How does a furniture store improve traffic and increase sales?

Solution

By using an OOH campaign to target a specific audience with effective messaging.

Background

The client's goal was to improve store traffic by marketing to women ages 40 to 65 with a household income (HHI) of \$150,000 or more. Prior marketing efforts had incorporated a mix of print, radio, and television advertising. The budget was reallocated to develop an OOH component, with the goal of elevating total impressions, reach, and frequency.

Objective

The objective of this campaign was to gather information on consumer patterns and consumption. Rather than trying to focus on all homeowners, special attention was placed on households with a value of \$500,000 to \$600,000. Digital creative that could be updated multiple times a day replaced traditional online ads. A promotional calendar was created ahead of time to keep all of the media components in sync. The OOH was scheduled to run primarily between Wednesday and Friday because that time frame had the most influence on weekend shoppers.

Strategy

Using Geopath ratings, 30 digital displays were selected to reach the target audience. The message was amplified to a larger audience with mobile geofencing one mile around each display.

Plan Details

Market: Chicago, IL

Flight Dates: 20 total increments between February 2, 2017 and October 2, 2017

OOH Formats Used: 30 digital displays with one-mile geofencing

Target Audiences: Women ages 40 to 65 with a HHI of \$150,000+

Budget: \$44,000

Results

The cost per impression was reduced, while the total number of impressions increased drastically. The OOH campaign also drove more in-store traffic. At the April Warehouse sale, there were 178 in-store visitors, including 73 new customers that weren't previously in the company's database.

Testimonials

Customers and staff took notice of all the advertisements in the Chicagoland area. The client said that the digital displays reinforced other media components used by the company. That gave the OOH campaign validity and the company a stronger presence in its target area. Phone calls to the store and overall website traffic were said to have increased significantly.

Audience Metrics

Target Audience TRPs: 95 weekly

Target Audience Reach: 28.5 percent weekly

Target Audience Frequency: 3.3 times weekly

Additional Relevant Metrics: Weekly Impressions: 307,365 (based on target audience)

Outdoor Advertising Association of America



