

REI

Problem

How does a sporting goods retailer generate awareness of their new camping products?

Solution

Use OOH to create an interactive experience for consumers and a variety of formats to keep brand top-of-mind.

Background

REI is a company with a passion for outdoors that runs deep. They know this and core supporters know this, but there is an untapped audience to educate and convert to loyal consumers. REI wanted to reach these consumers and drive them to their stores.



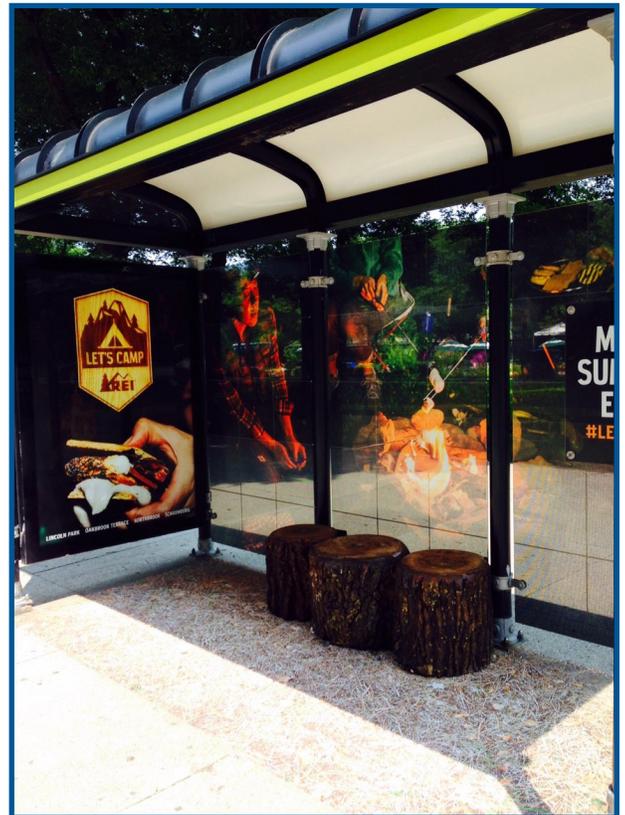
Objective

The objective of the campaign was to generate awareness of REI's camping line of products and gear amongst adults 25-54 in the Chicago and Dallas markets to drive in-store traffic and sales. The overall goal was to encourage the target to get outdoors this summer.

Strategy

REI wanted their target audience to interact with their brand in a way that would get them thinking about their next camping trip, or planning their first one.

In order to inspire consumers in Chicago, REI built an OOH strategy around three bus shelter buildouts that were built to look like a campground with real tree stumps as the seats, which were meant to put city dwellers in the mood to get out in nature and camp. REI wanted the "Let's Camp" messaging to stay top of mind, so the target was surrounded with static and digital bulletins as well as transit bus shelter bulletins and CTA posters to capture their attention throughout their commute to and from the office. REI utilized two creative executions in both markets to keep the messaging fresh, one showcasing people around the campfire at night, and the other showing a killer s'more with bacon to really stretch the consumers' imaginations.



Plan Details

Markets: Chicago, Dallas

Flight Dates: 6/15 - 7/12

OOH Formats:

Chicago: 3 Bus Shelter Buildouts, 3 Bus Shelter Wraps, 60 Transit Shelter Bulletins, 12 Digital Bulletins, 130 Bus Kings, 100 Two Sheet Posters and 2 Walls

Dallas: 8 Static Bulletins; 12 Digital Bulletins

In both markets REI wanted to establish themselves as the one stop shop for all camping needs. Inventory in Dallas was traditional with bulletins (static and digital).

In Chicago, REI had traditional media which included digital bulletins, walls, bus kings and two sheets posters. In order to differentiate REI from competitors and inspire the target to get camping, three bus shelter build outs and three bus shelter wraps were executed. Essentially the shelter build outs became camp sites. REI replaced the benches with real tree stump benches, placed a decal on the ground to look like dirt and mulch, blacked out the internal ceiling of the shelter to create a night effect and added string lighting for stars. The media wrapping the shelter showed campers relaxing around the camp fire. Two of the buildout locations converted the backlit portion of the shelter to a charging station to allow bus riders a quick chance to grab juice while waiting for the bus.



This demonstrated REI's understanding of what provides value to customers in the city, while the rest of the creative demonstrated the value of getting out in nature.

Results

Planned impressions were 72MM across both markets, but REI saw significant run on, including an additional two weeks with the bus shelters, so final impressions are estimated at 100MM+.

REI saw increased store traffic in Chicago and Dallas during the months of June and July and received recognition on social media.