

## Noosa Yoghurt

### Problem

How does a local yogurt company drive awareness of its product and display its hometown pride?

### Solution

Utilize an OOH campaign with a native theme to attract consumer attention and increase sales.

### Background

Noosa yoghurt tasked the team to explore the most creative canvases to showcase the uniqueness of their products, while creating a sense of ownership and domination. OOH was clearly the solution and the right environment. Denver was the priority market and is also where noosa yoghurt is headquartered, which created a bit of a challenge, as this market, when compared to other top markets, has limited OOH options for advertisers to create a unique and impactful execution.

### Objective

Noosa yoghurt wanted to identify the most unique OOH options where it could create a sense of ownership and domination in the Denver DMA. This execution had to be located in a high traffic location, seen by all of the locals in Denver. Being based in Colorado, noosa yoghurt wanted to showcase its hometown pride in a very unique way, with the support of OOH. Ultimately, highlighting its home state and showing how special and different it is as a brand.

### Strategy

The initial strategy was to find spectacular & unique media options. The media plan began with handpainted walls, train & bus wraps, as well as wallscapes and bulletins. The team focused on units in downtown Denver, which were visible to foot traffic as well as to vehicular traffic. Then, the team narrowed those down by determining the units that would allow extensions and special embellishments. Ultimately, a bulletin location on 20th St, a main artery running through downtown Denver leading into the popular LoDo area, was selected.

### Plan Details

Markets: Denver, CO

Flight Dates: December 2015 - June 2015

OOH Formats Used: Bulletin

Target Audience: General Market

### Results



Over 1.1 million views and 650 shares of the video noosa yoghurt posted to Facebook <https://www.facebook.com/noosayoghurt/videos/10153880599024808/>

## Testimonials

“The high-impact custom lid billboard generated one of the highest consumer responses and most engaging social posts to date for the brand with over 1MM views.” - noosa yoghurt

## Additional Information

- The team facilitated a spectacular final product. Using readily available props and being able to ‘recycle’ the noosa yoghurt lids on a standard billboard, really showcased how innovative OOH can really be. In turn, an impactful, eye-catching and viral execution was created.

- In addition to going viral on Social Networking sites, noosa yoghurt also received a lot of PR and press for this execution.

- Video: <https://www.youtube.com/watch?v=-7G28Cdz-RQ>

