

## ESPN

### Problem

How does a cable and satellite sports television channel convince media buyers that it is a reliable network to spend ad dollars with?

### Solution

By executing an OOH campaign with hyper-targeted locations to reach its target audience.

### Background

ESPN was looking to target ad agencies and media buyers during the 2017 Upfront season in New York and Chicago. Locations were hyper-targeted to reach select agencies and buyers just prior to the network's Upfront presentations.

### Objective

The objective of the campaign was to persuade media buyers that ESPN was still a very strong and reliable network and a great company to spend ad dollars with. The messaging was meant to ensure the buying community that ESPN's delivery was real.

### Strategy

In order to secure media buyers, the company hyper-targeted specific ad agencies with various street furniture formats. It cherry-picked units that were located near or outside the entrance to these agencies, as well as inside of them (i.e. elevators). The team walked around the entrances of each agency to ensure that the best possible units were selected. The strategy was to reach these media buyers throughout their day as they came and went from the building. Another important element to the campaign was the number of creative executions that ran. There were eight to 10 unique creatives that specifically spoke to each agency and varied depending upon the location of the unit.

### Plan Details

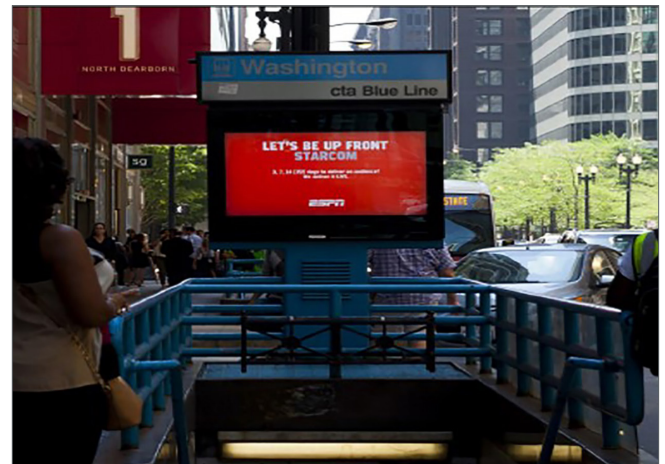
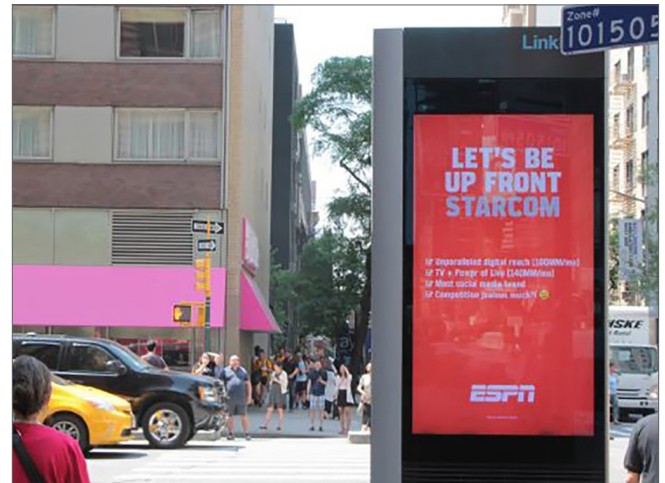
Markets: New York and Chicago

Flight Dates: Phase one: May 1 - May 28, 2017; phase two: June 19 - July 16, 2017

OOH Formats Used: Captivate, Link NYC, phone kiosks, digital bus shelters and newsstands, urban panels, and solar recycling

Target Audiences: Media buyers and agencies in New York and Chicago

Budget: Phase one: \$110,000; phase two: \$98,000



## Results

The campaign was able to over-deliver impressions across almost all media formats (see chart). Additionally, the client decided to continue the program even after the Upfront presentations ended and used new creative to highlight aspects of the event. This extended the company's contract for another four weeks.

## Audience Metrics

ESPN Upfronts Campaign 2017												
Phase	Market	Media Format	Flight Dates	Planned Impressions	Delivered Impressions	Production Cost	Media Planned Cost	Total Planned Cost	Total Delivered Cost	Planned CPM	Delivered CPM	CPM Differential
Phase 1	New York	Captivate	5/1/17 - 5/28/17	433,545	447,698	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$11.58	\$11.17	309%
		LinkNYC	5/1/17 - 5/28/17	3,950,000	4,848,127	\$0.00	\$38,400.00	\$38,400.00	\$38,400.00	\$9.72	\$7.92	123%
		Phone Kiosks	5/1/17 - 5/28/17	4,400,368	4,400,368	\$459.20	\$80,784.00	\$11,243.20	\$11,243.20	\$2.56	\$2.56	100%
		Digital Bus Shelters	5/1/17 - 5/28/17	546,644	546,644	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00	\$12.81	\$12.81	100%
		Digital Newsstands	5/1/17 - 5/28/17	3,925,680	3,925,680	\$0.00	\$47,000.00	\$47,000.00	\$47,000.00	\$4.33	\$4.33	100%
		Urban Panels	5/1/17 - 5/28/17	1,199,808	1,627,995	\$155.76	\$18,000.00	\$18,155.76	\$18,155.76	\$15.13	\$11.15	136%
		NRKs	5/1/17 - 5/28/17	9,378,330	9,378,330	\$2,250.00	\$40,900.00	\$12,750.00	\$12,750.00	\$1.96	\$1.46	300%
				23,834,375	25,174,842	\$2,864.96	\$106,684.00	\$109,548.96	\$109,548.96	\$8.21	\$7.39	112%
Phase 2	New York	Captivate	6/19/17 - 7/16/17	733,710	802,768	\$0.00	\$7,108.65	\$7,108.65	\$7,108.65	\$9.69	\$8.86	109%
		LinkNYC	6/19/17 - 7/16/17	4,542,500	5,518,918	\$0.00	\$46,150.00	\$44,150.00	\$46,150.00	\$9.72	\$8.00	121%
		Digital Bus Shelters	6/19/17 - 7/16/17	639,068	639,068	\$0.00	\$80,900.00	\$80,900.00	\$80,900.00	\$16.43	\$16.43	100%
		Digital Bus Shelters	6/26/17 - 7/16/17	45,654	45,654	\$0.00	\$2,625.00	\$2,625.00	\$2,625.00	\$57.50	\$57.50	100%
	Chicago	Digital Newsstands	6/19/17 - 7/16/17	1,801,332	1,801,332	\$0.00	\$8,500.00	\$8,500.00	\$8,500.00	\$4.72	\$4.72	100%
		Captivate	6/19/17 - 7/16/17	256,247	281,872	\$0.00	\$2,482.67	\$2,482.67	\$2,482.67	\$9.69	\$8.81	110%
		Digital Urban Panels	6/26/17 - 7/23/17	392,441	389,697	\$0.00	\$8,750.00	\$8,750.00	\$8,750.00	\$22.30	\$22.45	99%
		Digital Urban Panels	7/10/17 - 8/6/17	616,693	612,381	\$0.00	\$13,750.00	\$13,750.00	\$13,750.00	\$22.30	\$22.45	99%
				9,027,645	10,087,680	\$0.00	\$97,866.32	\$97,866.32	\$97,866.32	\$19.01	\$18.65	102%