

# OOH + MOBILE DRIVE VISITS FOR FITNESS CLUB



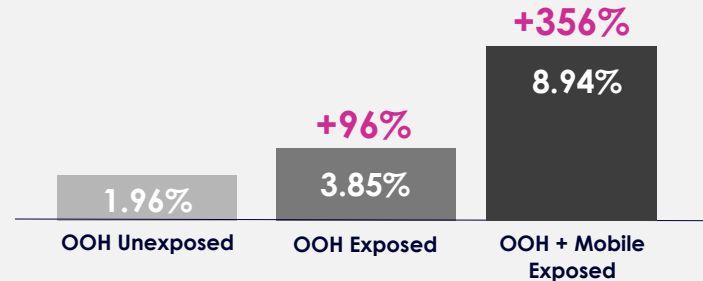
## Campaign Objective:

Increase brand engagement with a Health Club and drive visits among consumers in the New Year's resolution mindset throughout Central Florida.

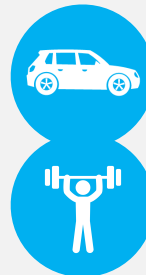
## Solution:

Leveraged proximity and RADAR targeting to select bulletins within 5-miles of locations that over-indexed for Adults 21-34 and gym goers. Activated RADARConnect to amplify messaging by re-targeting those exposed to OOH and those at competitor gym locations in the market.

Visit Rate to Gym Locations



## Additional Insights:



Over **31%** of those exposed visited a gym location **10+ miles** from where they live and **29%** of those exposed visited a location **10+ miles** from where they last saw an OOH ad

**41%** of those exposed visited a gym location **12+ days** after their last exposure to an ad