



OOH Case Study

7-Eleven

Problem

How can 7-Eleven successfully launch their new delivery service?

Solution

By utilizing the flexibility OOH offers through use of stationary formats close to the relevant stores, and building brand awareness with transit.

Background

7-Eleven was launching a delivery app, 7NOW, in Los Angeles through which customers could order a variety of products available at participating 7-Eleven stores. The app was available within specific serviceable zip codes which meant that majority of promotional activity had geographical limitations. Additionally, a saturated market of “on-demand” options such as Uber Eats and Postmates presented a challenge to stand out for the newly released delivery 7NOW app.

Objective

There were two main advertising objectives to support the launch of the 7NOW delivery app: (1) generate awareness by reaching consumers in their daily routine and show how they can save time through 7NOW; (2) acquire users contextually as specific needs arose and introducing them to the many benefits of 7-Eleven NOW.

Strategy

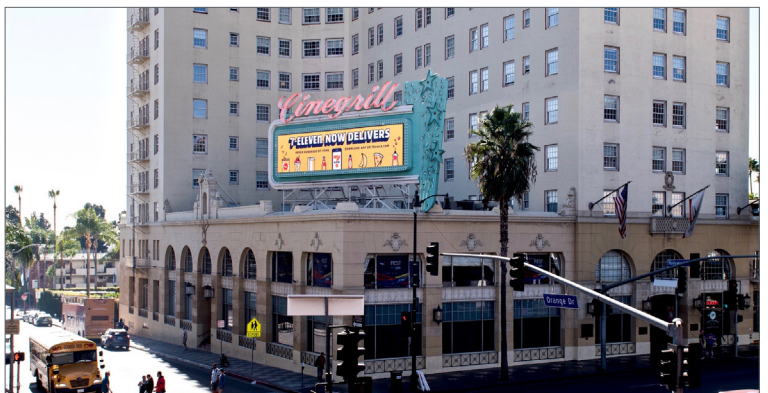
A multi-level out of home campaign was created by utilizing both stationary and transit media. Since a typical consumer travels around the market, coverage was expanded beyond the select areas where the delivery service was available. Stationary formats were primarily focused in the serviceable zips and units were placed in close proximity to 7-Eleven stores. The fixed placements targeted potential consumers during their daily routine and served as a frequency format to those who live or work in the area. Placing inventory close to a 7-Eleven helped inform customers of the delivery service that their regular store now provided. Transit media was included to generate market awareness with double deckers providing high impact. Additionally, creative messaging was used to drive relevancy. Besides the generic creative, additional versions were developed to target college campuses (tagline: “Adult Like a 5th Year”) and marijuana dispensaries (“Mellow Out, Order In”).

Plan Details

Markets: Los Angeles

Flight Dates: November 12, 2018 - December 9, 2018

OOH Formats Used: Static and digital walls, barricades, digital spectaculars, digital bulletins, static posters



Target Audience: Adults 18+
Audience TRP: 455.8 TRPs
Audience Reach: 53.9%
Audience Freq: 8.5x

Results

The client saw strong results in Los Angeles, which was the driving factor for extending the out of home program. Both wrapped double decker buses were contracted for another four weeks through 1/6/2019.

Additional Information

Not included in program delivery measurements: two digital spectaculars, one static wallscape, one barricade, two wrapped double deckers, 20 rail station two-sheets and 25 rail kings.

