



OOH Case Study

The Black Tux

Problem

How can The Black Tux build upon their online presence and success?

Solution

By creating an immersive OOH campaign designed to drive target audience engagement.

Background

This transformational direct-to-consumer brand had been built entirely online. The brand wanted to take the aesthetic it had thoughtfully cultivated across online and social channels and manifest it in the physical world by using out of home to showcase actual customers wearing The Black Tux products on their wedding or other special event. Careful consideration was given to select the best medium for the campaign – it had to provide a suitable backdrop for the user-submitted imagery and connect with its audience in a way the special content would resonate.

Objective

Although TBT's products are designed for men, the campaign targeted both men and women of prime wedding-attending ages (25–34), since women often influence the wardrobe decisions men make for special occasions. Geographically, the campaign was targeted to areas with high concentrations of consumers who were fashionable (and would appreciate TBT's stylish designs) and/or tech savvy (amenable to TBT's online delivery model). The campaign was slotted to coincide with the beginning of wedding and event season, just as consumers started to plan the wardrobes they'd need in the months ahead. The campaign could become an unforgettable moment for the brand, agency and consumers alike.

Strategy

The media strategy called for a balance between large format and high frequency locations, all targeted within desirable high-density A25–34 neighborhoods. Large format sites were hand-selected based on their ability to deliver high impact impressions and thus give the user-generated content maximum effect. Frequency media reinforced the campaign's messaging, extending its reach and creating opportunities for higher dwell time.



Plan Details

Markets: New York, San Francisco

Flight Dates: May 20, 2019 - June 30, 2019

OOH Formats Used: Large Format Wallscapes, Storefronts, Street Furniture, Dedicated Wildpostings, Transit Media

Target Audience: Adults 25-34

Audience TRP: 497.24 TRPs

Audience Reach: 43.67%

Audience Freq: 9.87x

Results

The campaign was an undisputed visual stunner, delivered huge OOH impressions, and made big waves on Instagram (see link below). Additionally, the brand's CMO shared in-house TBT analysis that revealed "the campaign drove meaningful and statistically significant web traffic uplift in the active markets." <https://www.instagram.com/p/By1LH-MOIV7K/>

Testimonials

"Having built our brand online, we needed guidance on how to succeed with our first large scale OOH campaign. OOH technology and expertise helped us bring our very specific creative vision into the physical world in a way that resonated meaningfully with our customers." —Matt Gierl, CMO, The Black Tux

