



OOH Case Study

Veritas Farms

Problem

How can Veritas Farms capitalize on exponential growth from the previous year?

Solution

By advertising to targeted consumers in key target areas.

Background

Veritas Farms is a vertically integrated, full spectrum hemp oil product developer and seller. They grow their own hemp, using sustainable farming methods, and remain committed to their community and locally sourced materials. Veritas Farms saw rapid growth from 2018 to 2019 and desired to capitalize by reaching new consumers in new markets around the country. They met challenges in digital and social marketing channels disallowing CBD messaging, seeking alternative means of reaching their targeted audience, and navigating media supplier and state government regulations.

Objective

The objectives of the campaign were to reach targeted consumers in order to grow brand awareness and increase foot traffic to their brick-and-mortar retail partners. The target demographic group was affluent consumers, with incomes of \$75k+, who lived in and around Veritas Farms' retail partners in select markets. They wanted to maximize impressions and increase product sales.

Strategy

The campaign strategy centered around three critical markets: Los Angeles, San Francisco and Seattle. Within each market, they targeted out of home media located in close proximity to Veritas Farms' retail partners. The campaign focused on media that most closely aligned with the target audience, based on information available from census and other demographic data.

Plan Details

Markets: Seattle, San Francisco, Los Angeles

Flight Dates: May 27, 2019 - November 10, 2019

OOH Formats Used: Digital bulletins, static bulletins, posters

Target Audience: Holistic, health-conscious consumers, affluent (\$75k+), consumers seeking healthy alternatives



Results

Not only did Veritas Farms see an uptick in retail sales near the specific campaigns, but the campaign generated a significant lift in website traffic and conversions from those dedicated geographic locations. While the overall goal was brand awareness and driving foot traffic to specific retail partners, the curiosity of consumers drove branded Google searches, demonstrating offline encourages online growth and vice versa.

Testimonials

Veritas received wholesale inquiries from small distribution companies looking to purchase bulk orders. "I recently saw your billboards and wanted to inquire about wholesale pricing."

