

# OOH Campaign Impacts Major Hardware Store

## Goal & Purpose of Client

Drive incremental traffic to stores.

- + Measure the impact of an OOH campaign on ad recall, brand perceptions and purchase consideration
- + Measure change in-store visitation attributed to the OOH campaign

## Out-of-Home Plan

### Vertical

- + Retail

### Target Audience

- + Adults 18+ with spotlight on Hispanic consumers

### Markets

- + Los Angeles, San Diego and Miami

### Formats

- + Bulletins, Posters, and Place-based Fliers in Convenience Stores

## Results

- + 54% of consumers recalled seeing the clients OOH ad
- + 34% increase in purchase intent
- + 157% increase in-store visitation



## Solution

MFour conducted Behavior-Driven Brand Lift and Foot Traffic Analysis for Posterscope

### Methodology

- + i-OOH™ In Flight Exposed vs. Unexposed - two cell approach

### Sample Size

- + 1,200 total - 200 per cell, per market

