

THINK
BIG.



Outdoor Advertising
Case Study


Billboards Australia

Motto .

Outdoor Billboard Advertising – Case Study

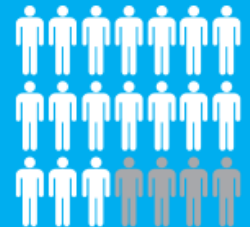
Outdoor Media
Insight.



74%
of consumers
see Billboards
Everyday



Outdoor
Media
is the biggest
driver of web
traffic for young
people



Billboards Australia

Campaign: Motto (Online Fashion retailer)

Agency: NA

Year: 2012

Source: oOh!

Objective: Increase sales in its online and bricks & mortar retail channels during their typically slow sales January

Audience: Australians, 14+yo

Strategy: Landmark large format sites in Brisbane and Newcastle generated awareness in these key Markets. Strategically placed shopaLites on the path to purchase were used to influence consumers in the shopping mindset to drive sales in their only bricks and mortar store in Frankston.

Results:

- The large format billboard sites in Brisbane increased QLD website traffic by 73% YOY and in Newcastle increased NSW website traffic 29% YOY
- Online weekly newsletter subscriptions increased by 49% in QLD and 10% in NSW post campaign
- Social media engagement increased by 35% nationally
- The online and bricks & mortar sales increased 22% YOY in QLD and 33% YOY in NSW and Out of Home's residual effect increased the longevity of the campaign and delivered a further 21% increase in online sales revenue post campaign
- The Frankston store saw a 9% growth in sales revenue YOY for January



Don Smallgoods .

Shopalites – Case Study

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Billboards Australia

Campaign: Don Smallgoods – Salami

Agency: Mitchell & Partners

Year: 2012

Source: oOh!

Objective: Reinforce brand awareness and preference for Salami among target audience

Audience: MGBs w/kids 6-17yo

Strategy: Impact shoppers within the retail environment within real retail proximity to influence the purchase funnel

Results:

- Post campaign, 38% of consumers recall seeing the Don advertisement within the retail environment, making targeted retail media the second most recalled channel
- The Don advertisement was successful at positively conveying 'Don has reduced fat Salami that has 50% less fat', with nearly 80% of consumers, post campaign
- Post campaign, ShopaLite activity increased consumer purchase intent of Don Salami to 73% (an increase of 24% from pre campaign)



Cornetto.

Outdoor Billboard Advertising – Case Study

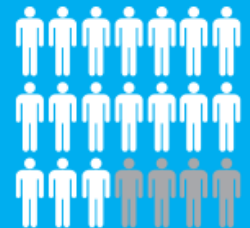
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Billboards Australia

Campaign: Enigma

Agency: Mindshare

Year: 2012

Objective: To measure the campaign recall by format across multiple demographics

Audience: Total People

Strategy: Large format, Digital, Portrait Sides & Fullbacks

Results:

This campaign resonated strongly with:

- Low income earners (\$25-50K) 45%
- CBD Worker 44%
- People 18-24 44%
- People 30-39 42%

Most effective format – Portrait Sides 28%



Hungry Jacks.

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Billboards Australia

Campaign: Premium Choices

Agency: Maxus

Year: 2012

Source: APN

Objective: To measure the awareness and brand impact of the 'Premium Choices' outdoor campaign and compare it to the same campaign on FTA

Audience: People 18-54

Strategy: Outdoor - Large Format & Transit and FTA TV

Results:

Outdoor in comparison to the FTA component, saw significant positive impact across all brand metrics.

- Prompted Brand Awareness +58%
- Outdoor added 17% Unique Awareness
- 61% purchase intention of 'Premium Choices Range'



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Outdoor Calendar 2015

JANUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

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MARCH

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30	31					

APRIL

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MAY

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JUNE

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JULY

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SEPTEMBER

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OCTOBER

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NOVEMBER

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SEPTEMBER

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



■ Billboard posting date

Printed creative to be received one week prior to booking start date.
 Campaign instructions, including approved artwork required three weeks before the booking media start date.
 All media bookings start on Mondays

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