

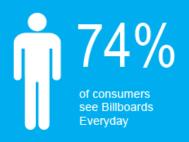
Outdoor Advertising Case Study





## Outdoor Billboard Advertising – Case Study

# Outdoor Media Insight.





## Outdoor Media

is the biggest driver of web traffic for young people





**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%









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## **Outdoor Calendar 2015**

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Billboords Australia

Billboard posting date

Printed creative to be received one w.eek 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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## THINK BIG.





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