



Case Study

VGW Chumba Casino

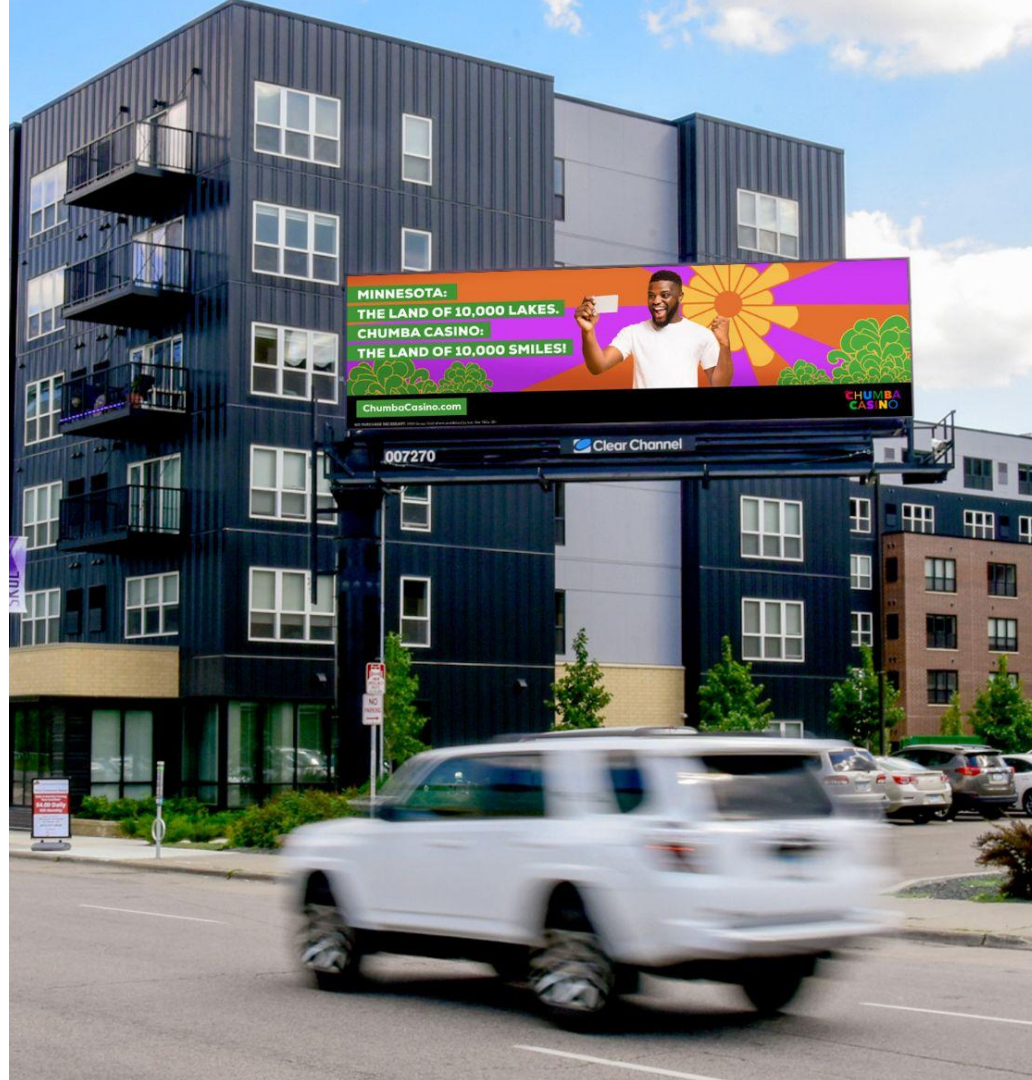


Objective

VGW's Chumba Casino, a leading social casino site, wanted to drive awareness of their brand to A21+ audiences in target markets Minnesota, Virginia, and Tennessee.

Place Exchange was tapped to programmatically deliver ads on a mix of prominently positioned outdoor and place-based DOOH displays to reach the target audience and exclude any displays around government facilities, schools, and other venues where a high density of A21+ audiences would be exposed.

The brand wanted to see a demonstrated brand lift as a result of the campaign.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach the target audience in specified markets using a variety of premium DOOH formats● Drive brand awareness of the VGW brand to exposed consumers	<ul style="list-style-type: none">● Maximize impressions against A21+ consumers within the target markets● Lucid brand lift study metrics:<ul style="list-style-type: none">○ Brand consideration○ Brand favorability○ Brand awareness○ Ad recall	<ul style="list-style-type: none">● Select inventory against target audience in specified markets via Place Exchange● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners

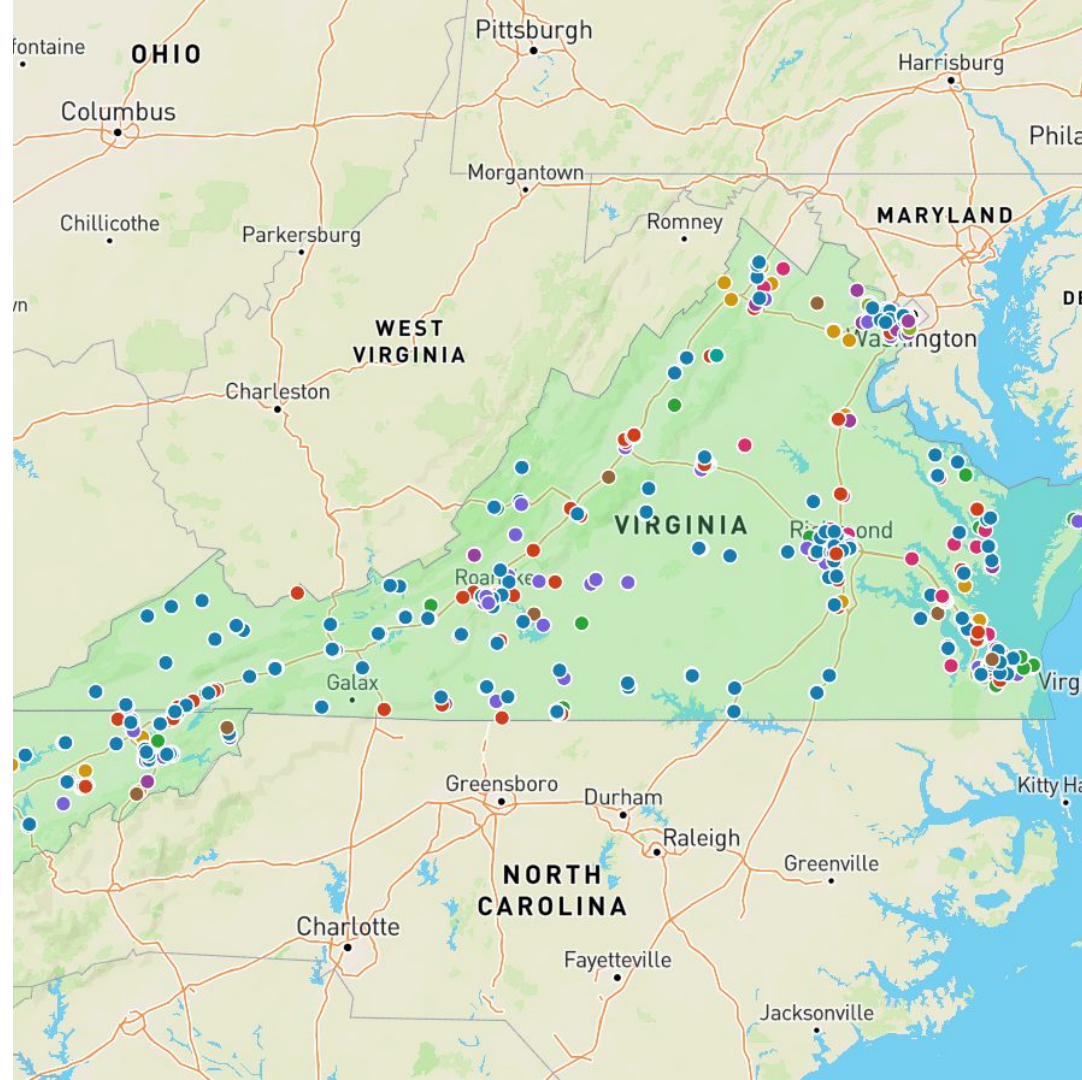
Audience Targeting

Place Exchange identified DOOH displays in Minnesota, Virginia, and Tennessee, reaching A21+ consumers with Chumba Casino creatives across a diverse range of inventory.

Map displays a sample of Place Exchange inventory in Virginia.

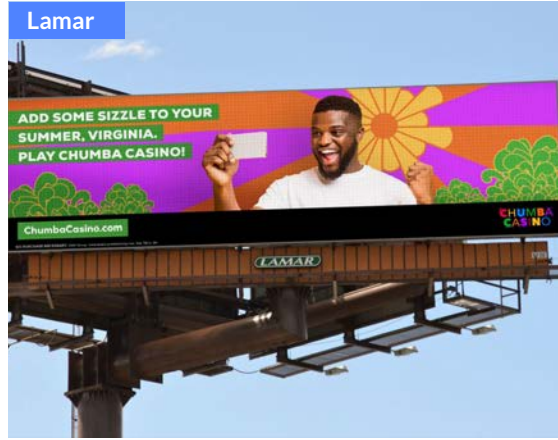
Publishers

Redbox	●
Atmosphere TV	●
TouchTunes	●
NRS	●
Screenverse	●
Grocery TV	●
ATM.TV	●
Captive	●
Vengo	●
Other	●



The campaign ran on high-impact screens in a variety of venues such as street-side outdoor, bars, offices, and retail locations.

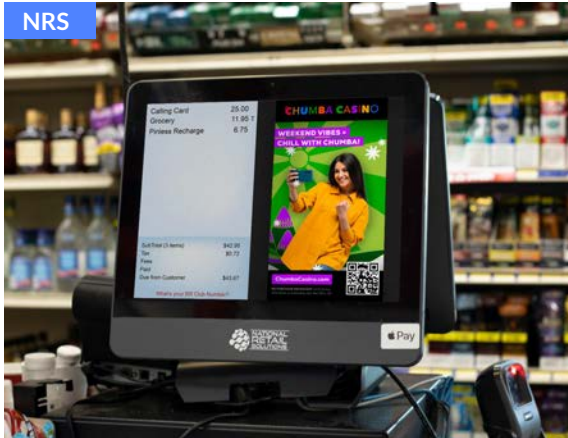
Lamar



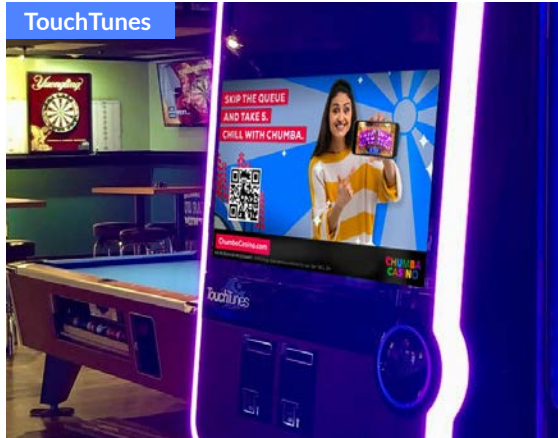
Captivate



NRS



TouchTunes



Volta



Campaign Results

Overview of 6-month flight :

84.4million

total impressions delivered by Place
Exchange to A21+ consumers in
target markets

Brand study results, demonstrate brand lift across
all recorded metrics:

Measured by **LUCID** 

3.7% increase in brand awareness
Lucid Benchmark: 2.05%

2.6% increase in brand consideration
Lucid Benchmark: 0.3%

1.7% increase in ad recall
Lucid Benchmark: 1.25%

1.0% increase in brand favorability
Lucid Benchmark: -0.98%

The strong brand lift metrics of this campaign prove that DOOH exceeded the categorical media & entertainment benchmarks and generated the desired outcome for the awareness campaign.

Unlock the real power of OOH

sales@placeexchange.com

