

Case Study

Leading Dairy Brand



Objective

A leading American brand of ultra-filtered milk aimed to enhance the brand perception and increase purchase intent of its signature products—vanilla and chocolate milk—through a bold creative campaign on DOOH billboards nationwide.

The brand partnered with Place Exchange to programmatically deliver ads on prominently positioned DOOH billboards within the target DMAs.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach U.S. consumers at scale with premium DOOH billboards● Demonstrate brand lift for the DOOH campaign	<ul style="list-style-type: none">● Maximize impressions delivered within the target DMA locations● MFour brand lift metrics:<ul style="list-style-type: none">○ Ad Recall○ Brand Opinion○ Brand Perception○ Brand Consideration○ Purchase Intent	<ul style="list-style-type: none">● Select billboard inventory in specified DMAs via Place Exchange● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners

Campaign Results


Overview of 3 month flight:

6 million

high-impact billboard impressions
delivered across 82 screens



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

Measured by 

45% of consumers exposed to the campaign
recalled the ads
Surpassing the MFour OOH CPG Ad Recall Average: 38%

31% increase in brand opinion

25% lift in brand consideration

30% lift in brand purchase intent

*All lift metrics pertain to those who recognize the ads

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sales@placeexchange.com

