

# Case Study

# Leading Entertainment

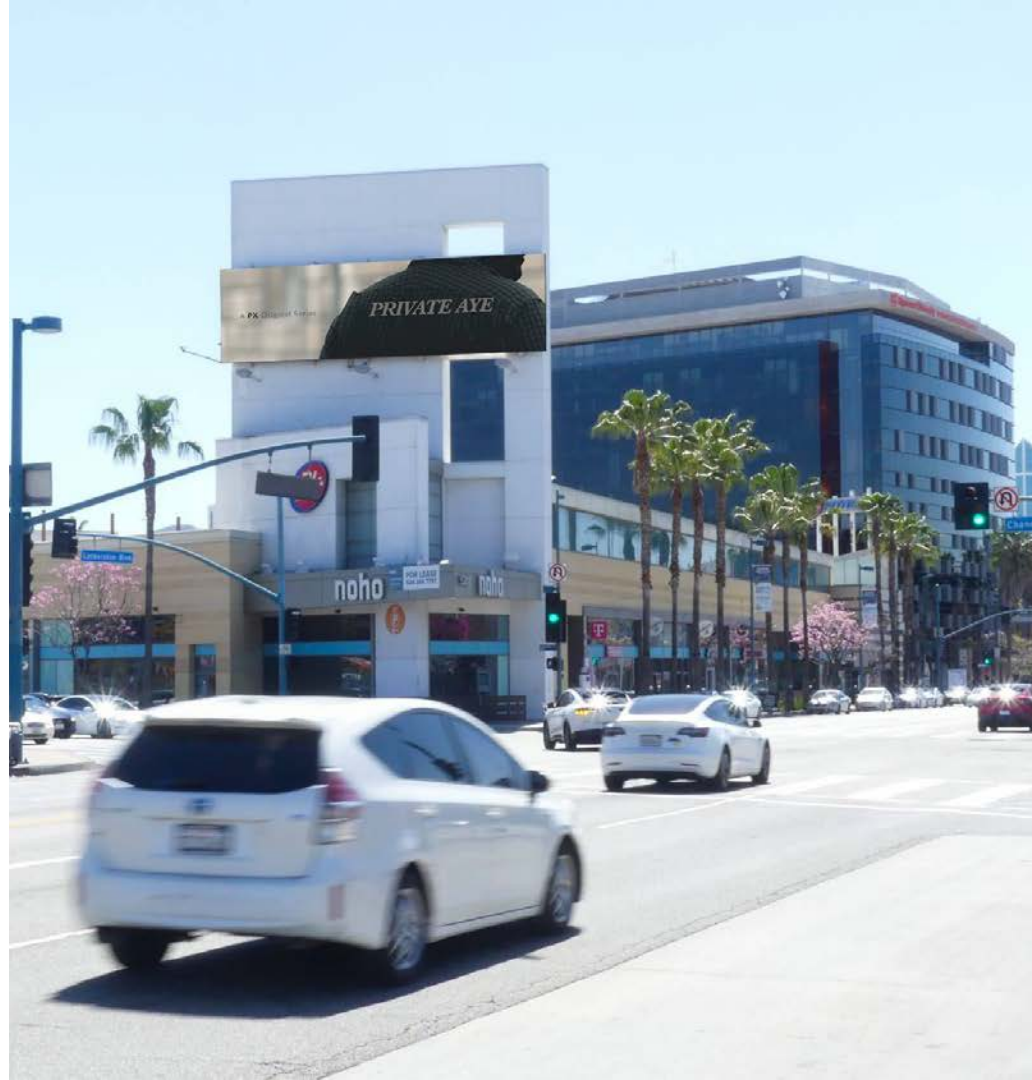
# Network



# Objective

A leading streaming service aimed to promote a brand new TV series. The brand wanted to drive interest in the series and overall brand awareness through a high-visibility DOOH campaign in key markets including New York, Atlanta, Detroit, Los Angeles, Chicago, Houston, DC, Dallas, and San Francisco.

Place Exchange was tapped to programmatically deliver display ads on prominently positioned DOOH displays within the zip codes that over-indexed for the target consumer of African American 18+.



# Campaign Goals & Metrics Summary

## Goals

- Reach the target audience in specified DMAs using a variety of premium DOOH formats
- Demonstrate brand lift and awareness for both the streaming service and the series.

## Success Metrics

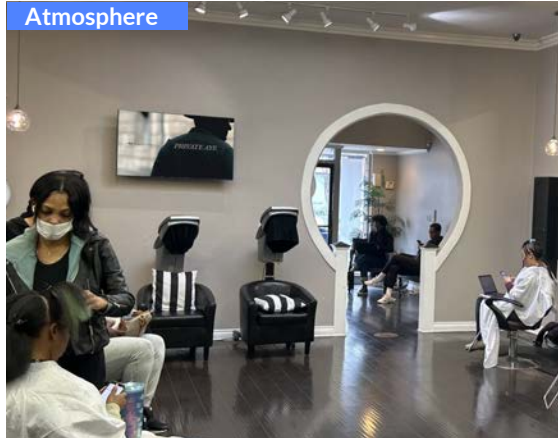
- Maximize impressions against African American 18+ consumers within the target markets
- Reveal Mobile brand lift study metrics:
  - Brand Awareness
  - Ad Recall
  - Consideration
  - Intent

## Methodology

- Select high-indexing inventory against target audience in specified DMAs via Place Exchange
- Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners

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

Atmosphere



OUTFRONT



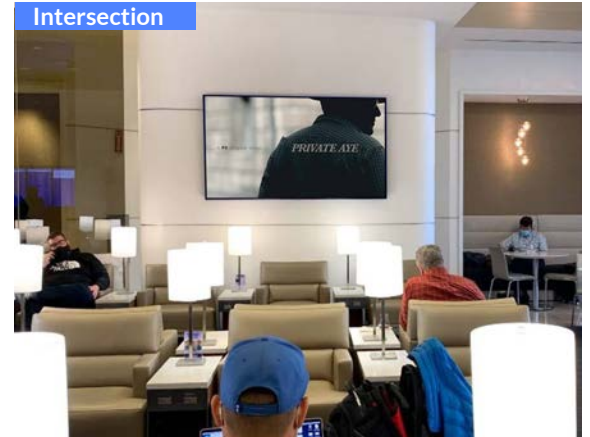
ClearChannel



Adkom



Intersection



# Campaign Results

## Overview of 33-day flight :

**15 million**

total impressions delivered by  
Place Exchange to target  
audiences in specified markets

Brand study results, demonstrate brand lift across recorded metrics:

Measured by **REVEAL MOBILE™**

**4.9%**

increase in brand awareness

*"Which of these streaming services have you heard of?"*

Reveal Benchmark: 4%

**10.6%**

increase in brand consideration

*"The next time you are shopping for a streaming service, would you consider this brand?"*

Reveal Benchmark: 4%

**48.7%**

increase in purchase intent

*"Next time you purchase a streaming service, which one are you most likely to subscribe to?"*

Reveal Benchmark: 4%

**140%**

increase in ad recall amongst ages 18-24

*"Have you seen an ad for this streaming service recently?"*

Reveal Benchmark: 6%

# Unlock the real power of OOH

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