

razorfish × PLACE EXCHANGE

Case Study

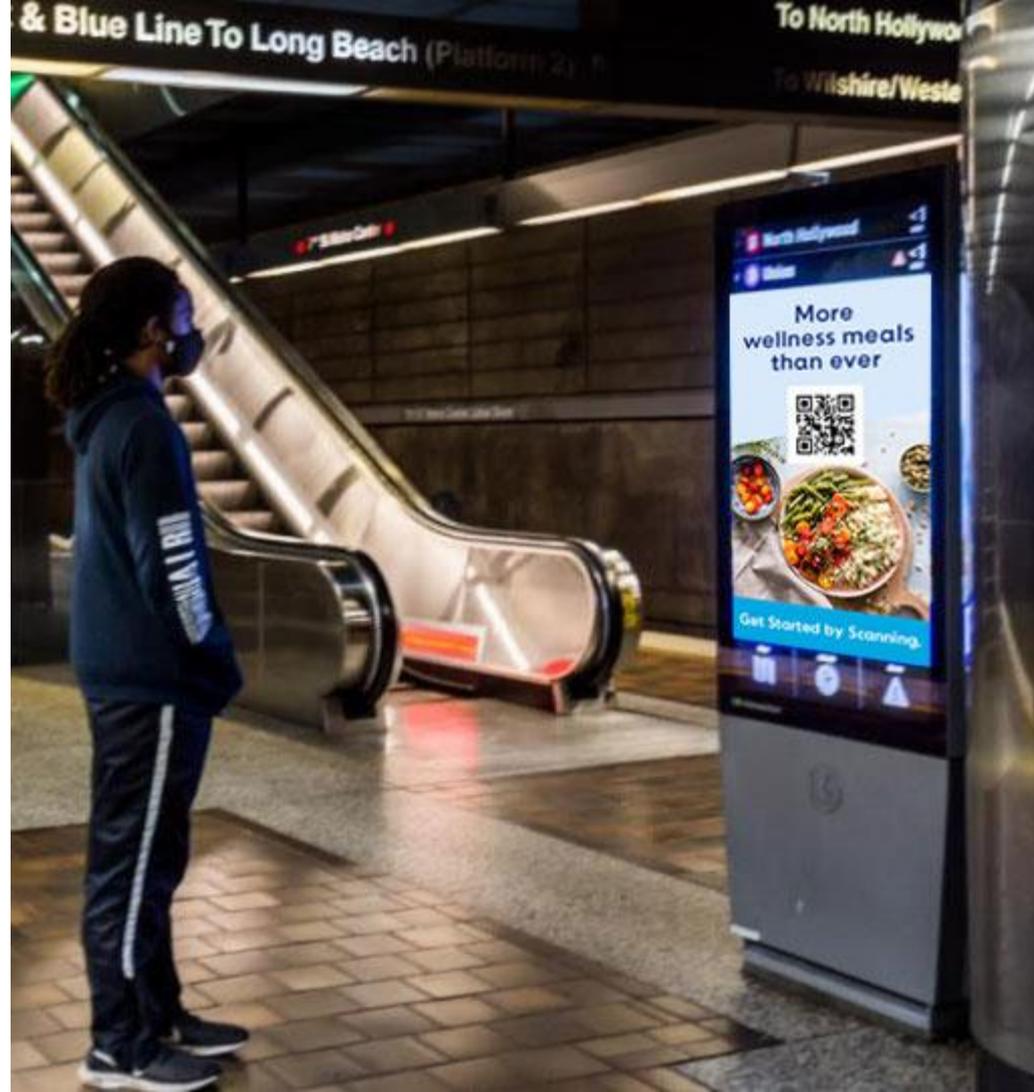
Meal Kit Company



Objective

An ingredient-and-recipe meal kit company leveraged Place Exchange's premium DOOH inventory to drive awareness on a national scale among consumers in their target audience within top DMAs.

Place Exchange focused on DOOH inventory that supported the campaign's call-to-action via QR code, using real-world messaging to drive consumer actions on their website.



Campaign Goals & Metrics Summary

Goals

- Reach the advertiser's target audience with Digital OOH messaging in high-indexing locations within top DMAs
- Enable consumer engagement with the campaign via QR codes
- Drive measurable improvement in branding metrics

Success Metrics

- Maximize impressions among target audience, and deliver targeted impressions in full
- Lucid brand-study metrics:
 - Brand Awareness
 - Brand Favorability
 - Brand Consideration
 - Message Consideration
 - Ad Recall

Methodology

- Use Place Exchange to seamlessly activate a DOOH campaign programmatically — delivering brand messaging to key target audiences:
 - Healthy Strivers
 - Culinary Explorers
 - Picky Eater Parents
 - On The Spot Decision Makers

Audience Targeting

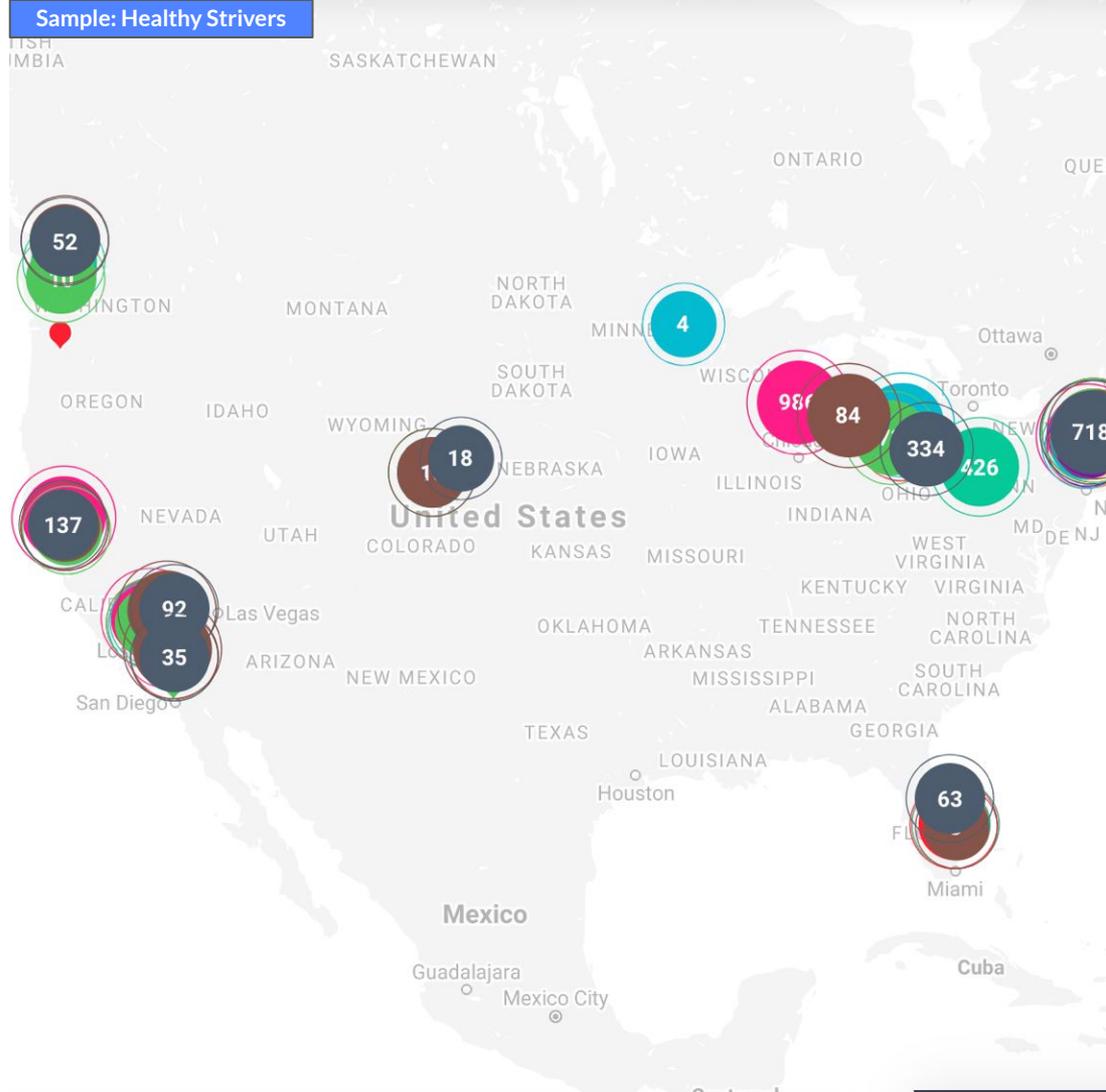
Leveraging third-party data, Place Exchange identified a list of target zip codes with high concentrations of consumers A25-54 that fell into the client's specific audiences.

Map shows examples of Place Exchange inventory within high-indexing zip codes for "Healthy Strivers"

- Total Screens: **12,710**

Legend for Publishers

Firefly	
Intersection LinkNYC	
Octopus	
NRS	
Lyft	
Intersection Cities and Transit	



Campaign Results

Campaign overview of 5-month flight:

18M

total impressions delivered by
Place Exchange to the
advertiser's audiences in
the real world

Brand study results demonstrate brand lift
across all recorded metrics:

Measured by **LUCID** 

2.1% increase in brand favorability
Lucid Benchmark: 0.33%

2.8% increase in brand consideration
Lucid Benchmark: 0.70%

4.5% increase in ad recall
Lucid Benchmark: 1.37%

5.3% increase in message association
Lucid Benchmark: 1.28%

Place Exchange Creative Services

To improve campaign performance, the client leveraged Place Exchange Creative Services. The advertiser's creative leads worked with Place Exchange designers to optimize creative assets for multiple DOOH environments, ranging from digital billboards, to in-car screens, to eye-level street furniture.

Place Exchange helped the advertiser implement [QR Code Best Practices](#), allowing consumers to easily scan the code and be directed to the brand's website where consumers could learn more about the product.



Unlock the real power of OOH

sales@placeexchange.com



The image shows a digital out-of-home (OOH) advertisement on a screen. At the top, the Octopus logo is displayed. The main content area features the text "Mealtime made easier" in a large, dark blue font, with "EASY PREP & CLEANUP" in a smaller, teal font below it. To the right of the text is a photograph of a woman and a man smiling while cooking together in a kitchen. Below the text and image, a blue banner contains the text "\$110 OFF Limited-time offer. Scan here:" followed by a QR code. At the bottom of the screen, there is a navigation bar with the Octopus logo, the time "6:30 Fri 6/4", and icons for Mute, Volume, Brightness, Map, Weather, and Drive. The website address "playoctopus.com" is displayed at the bottom right of the screen.

