

Case Study WesBanco

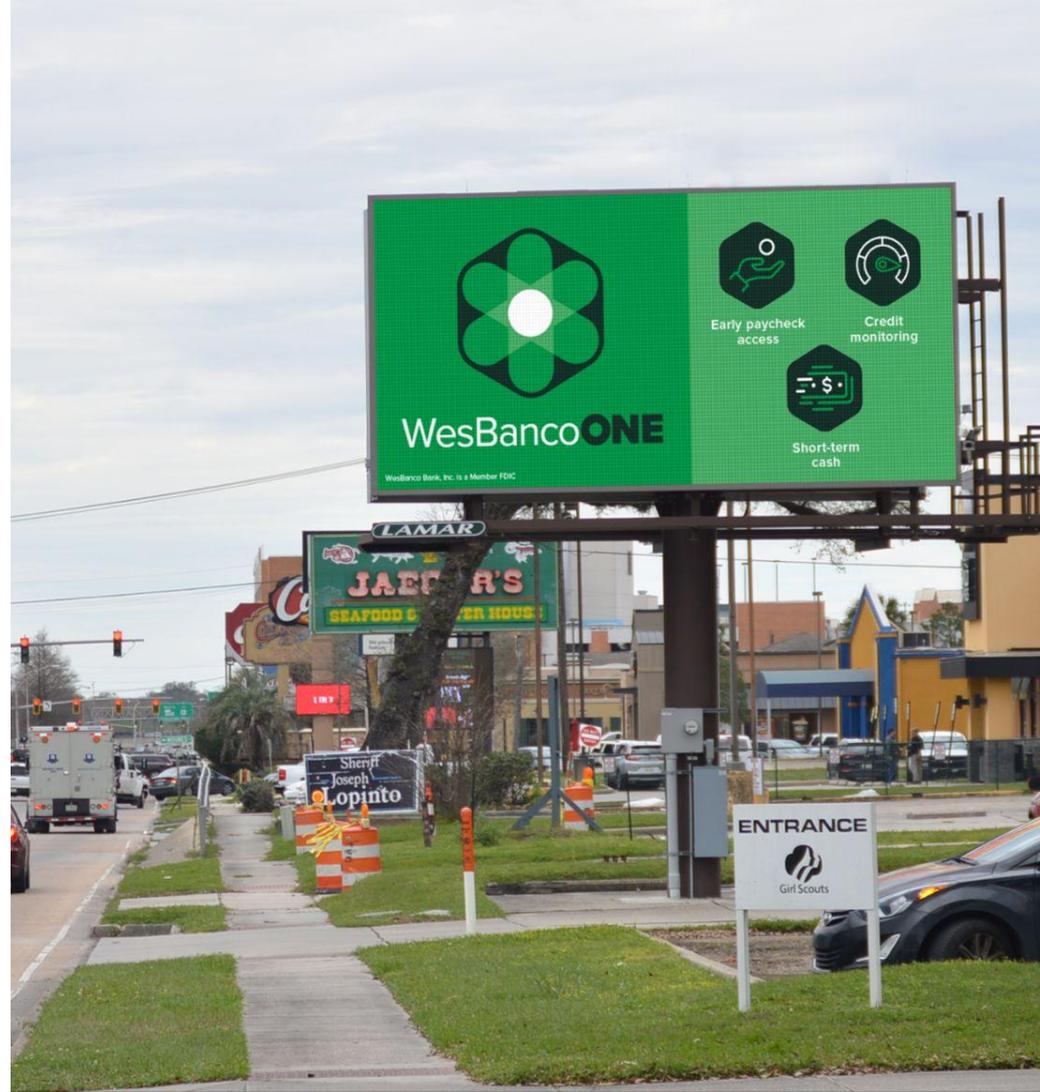


Objective

WesBanco, a West Virginia based bank, was looking to increase brand recognition and awareness among the general public and small business owners in Baltimore, Columbus, Louisville, Nashville, Pittsburgh, Washington DC and the surrounding areas.

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.

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



Campaign Goals & Metrics Summary

Goals

- Reach the target audiences in specified markets using a variety of premium DOOH formats.
 - SMBs in markets with bank branches
 - Consumers within a 5 mile radius of select bank branches
- Demonstrate brand lift for the WesBanco DOOH campaign

Success Metrics

- Maximize impressions delivered within the target markets
- Reveal Mobile brand lift study metrics:
 - Brand Awareness
 - Ad Recall
 - Brand Favorability
 - Consideration

Methodology

- Select inventory against target audiences in the specified markets using PerView, which provided reach & frequency estimates to help determine spend allocation per market
- Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners, like Vengo and others

Audience Targeting

Place Exchange identified DOOH displays in the target markets and programmatically delivered the WesBanco creatives across a diverse range of DOOH displays.

Map displays a sample of Place Exchange inventory within a 5 mile radius of WesBanco locations in the Columbus, Ohio area.

Publishers

GroceryTV



NRS



Lamar



Outfront



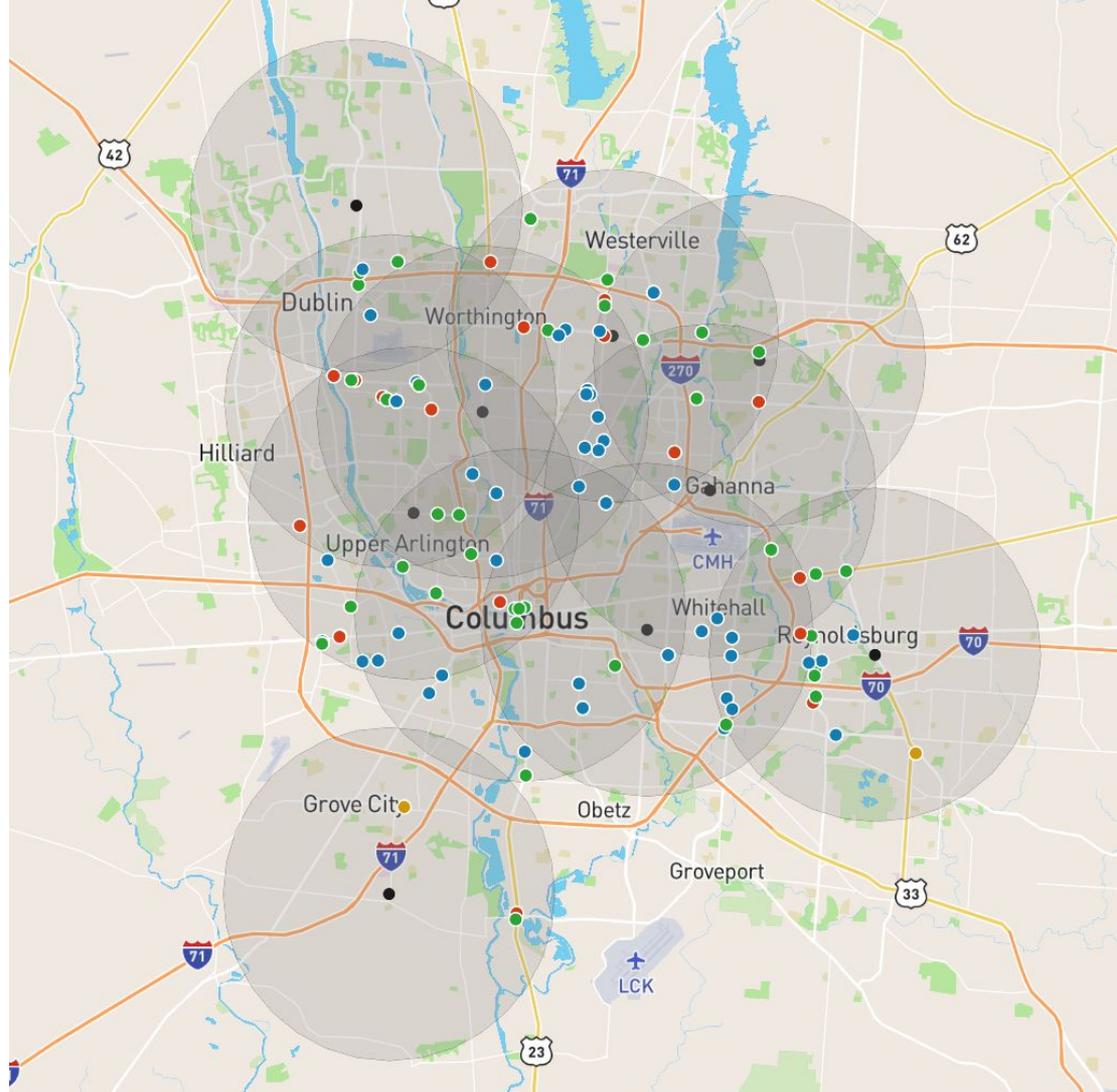
Simon



ClearChannelOutdoor

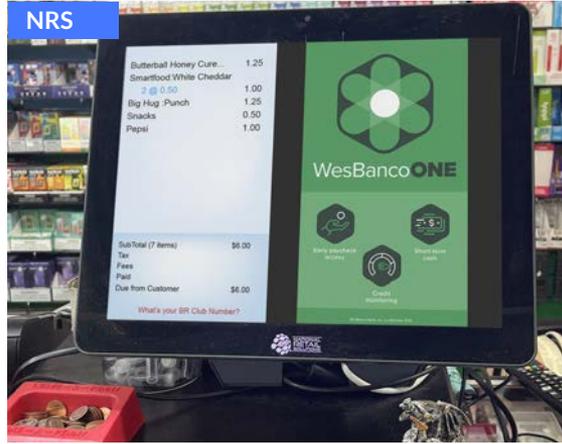


WesBanco Bank Locations



The campaign ran on high-impact screens in a variety of venues such as billboards, retailers, and shopping malls.

NRS



Vengo



Volta



Lamar



Grocery TV



Campaign Results

Overview of month-long flight :

33 million

total impressions delivered
by Place Exchange to target
audiences

Brand study results demonstrate brand lift across recorded metrics:

Measured by **REVEAL MOBILE™**

146.8%

increase in brand awareness
"Have you heard of WesBanco Bank?"

18x above the Reveal benchmark of 7%-8%

123.1%

increase in brand consideration
"Would you consider WesBanco for your banking and financial needs?"

24x above the Reveal benchmark of 4%-5%

79.2%

increase in brand favorability
"Do you have a positive opinion of WesBanco?"

20x above the Reveal benchmark of 3.5%-4.5%

63.4%

increase in ad recall
"Do you recall seeing an ad for WesBanco recently?"

4x above the Reveal benchmark of 15%-16%

Unlock the real power of OOH

sales@placeexchange.com

