

Case Study

Indiana Economic Development Corporation



Objective

The Indiana Economic Development Corp (IEDC), a government agency charged with growing Indiana's economy, wanted to drive awareness of the state's benefits among college students, young professionals, and business decision makers near airports, colleges, and universities in 6 target states: Arizona, Illinois, Kentucky, Michigan, Ohio, and North Carolina.

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.
 - College students in and around campuses in Indiana and nearby states.
 - Young professionals or business decision makers in offices in the 6 target states.
- Demonstrate brand lift for the IEDC DOOH campaign

Success Metrics

- Maximize impressions delivered within the target markets
- Reveal Mobile brand lift study metrics:
 - Brand favorability - *"Which state do you have a positive opinion of?"*
 - Brand lift - *"Based on what you know about Indiana, what statements describe it?"*
 - Brand consideration - *"The next time you are considering where to move, would you consider Indiana?"*

Methodology

- Select inventory against target audiences in the specified states
- Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners

Audience Targeting

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

Map displays a sample of Place Exchange inventory in the Chicago DMA.

Publishers

Screenverse



Loop Media



Atmosphere TV



Captivate



Vengo



AMC Networks



Intersection Air



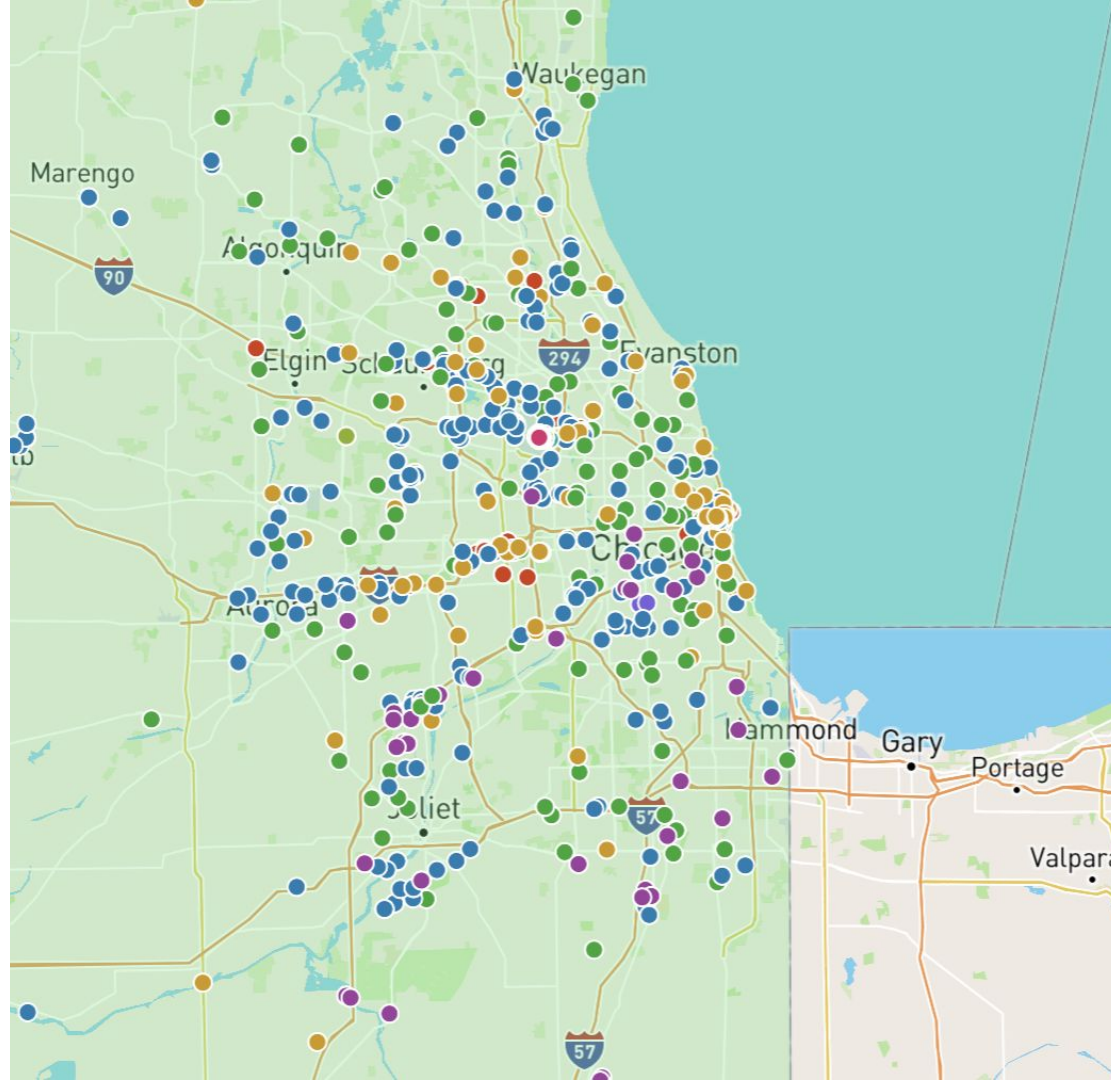
Reach TV



Lamar Airports



Other



The campaign ran on high-impact screens in a variety of venues such as college campuses, airports, and offices.

Vengo



Trooh



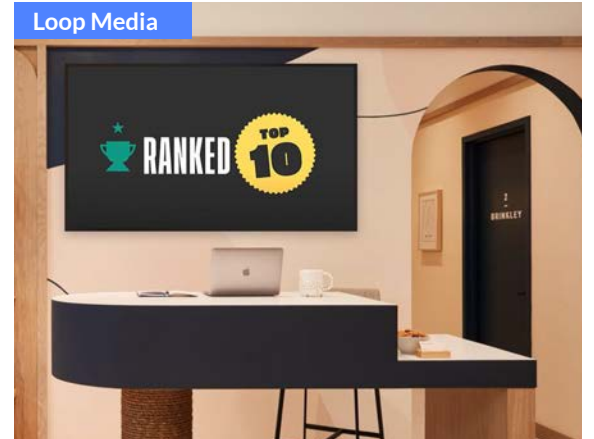
reach TV



Intersection



Loop Media



Campaign Results

Overview of month-long flight :

20 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™**

22.5% increase in brand favorability
Exposed respondents reported a higher rate of viewing Indiana favorably.

7.8% increase in brand message association
Exposed respondents were more likely to describe Indiana positively.

6.9% increase in brand consideration
"The next time you are considering where to move, would you consider Indiana?"

Unlock the real power of OOH

sales@placeexchange.com

