

Case Study

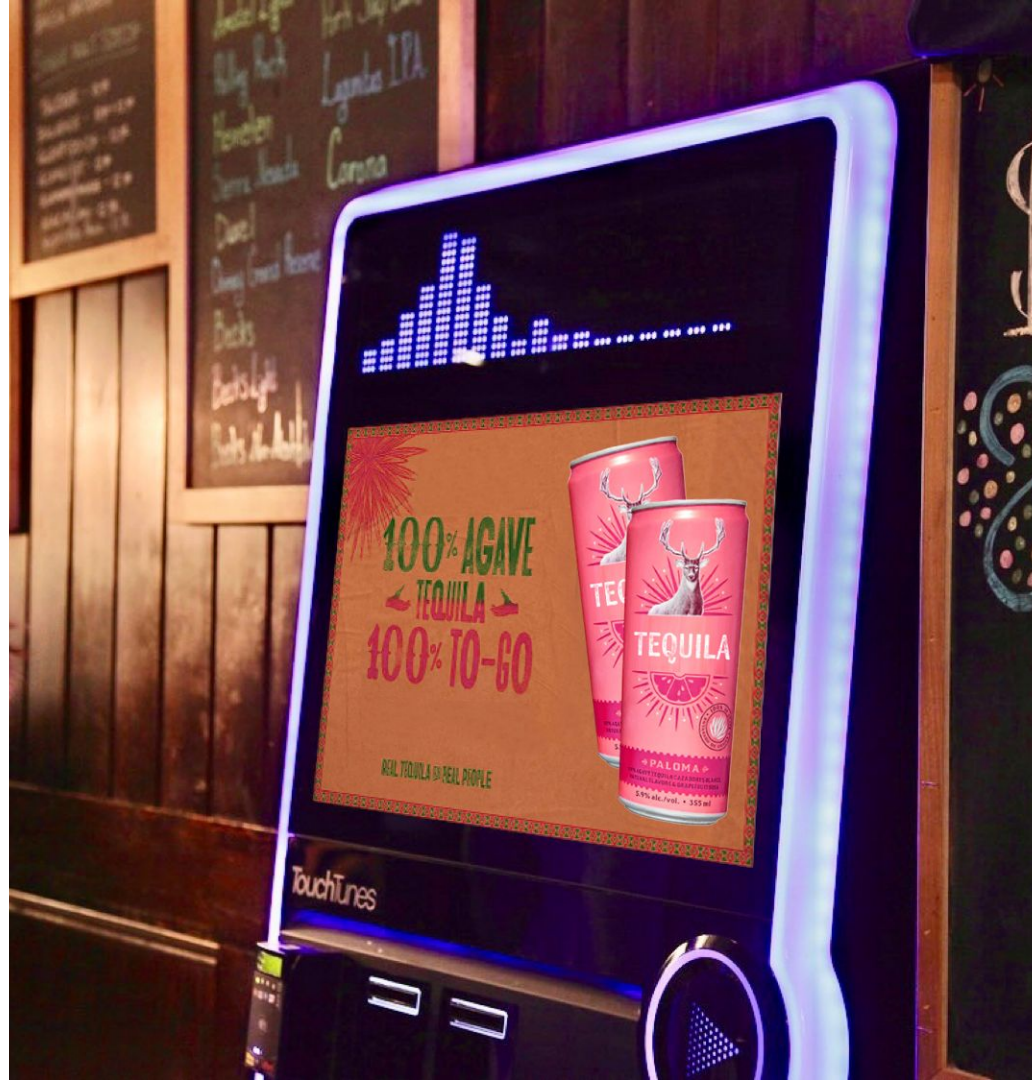
Tequila Brand



Objective

One of the largest global spirits company, aimed to boost awareness and brand perception of their tequila brand among tequila lovers in California, Florida, Illinois, and New York with DOOH messaging.

The brand's media agency OMD Worldwide partnered with Place Exchange to programmatically deliver their ads on prominently positioned OOH displays in zip codes that over-index against tequila drinkers with interest in travel/cooking and with a combined HHI of \$100K+.



Campaign Goals & Metrics Summary

Goals

- Reach the tequila brand's target audience in identified zip codes in CA, FL, IL, NY with a variety of premium OOH formats
- Demonstrate brand lift for the brand moving into the new year

Success Metrics

- Maximize impressions against the desired audience within the target locations
- MFour brand lift metrics
 - Ad Recall
 - Brand Awareness
 - Brand Perception
 - Brand Consideration

Methodology

- Select high-indexing inventory on Place Exchange in target zip codes
- Use Place Exchange to seamlessly activate DOOH campaign programmatically on The Trade Desk DSP across multiple OOH media owners

Audience Targeting

The brand provided a list of zip codes in CA, FL, IL, NY that over-index against adult tequila drinkers who have a HHI of \$100K+. Place Exchange mapped and delivered ads across the available outdoor, transit and place-based inventory within the targeted regions.

Map shows a sample of NYC inventory in Place Exchange.

Publishers

TouchTunes



Intersection LinkNYC (street furniture)



Intersection Cities and Transit



Screenverse



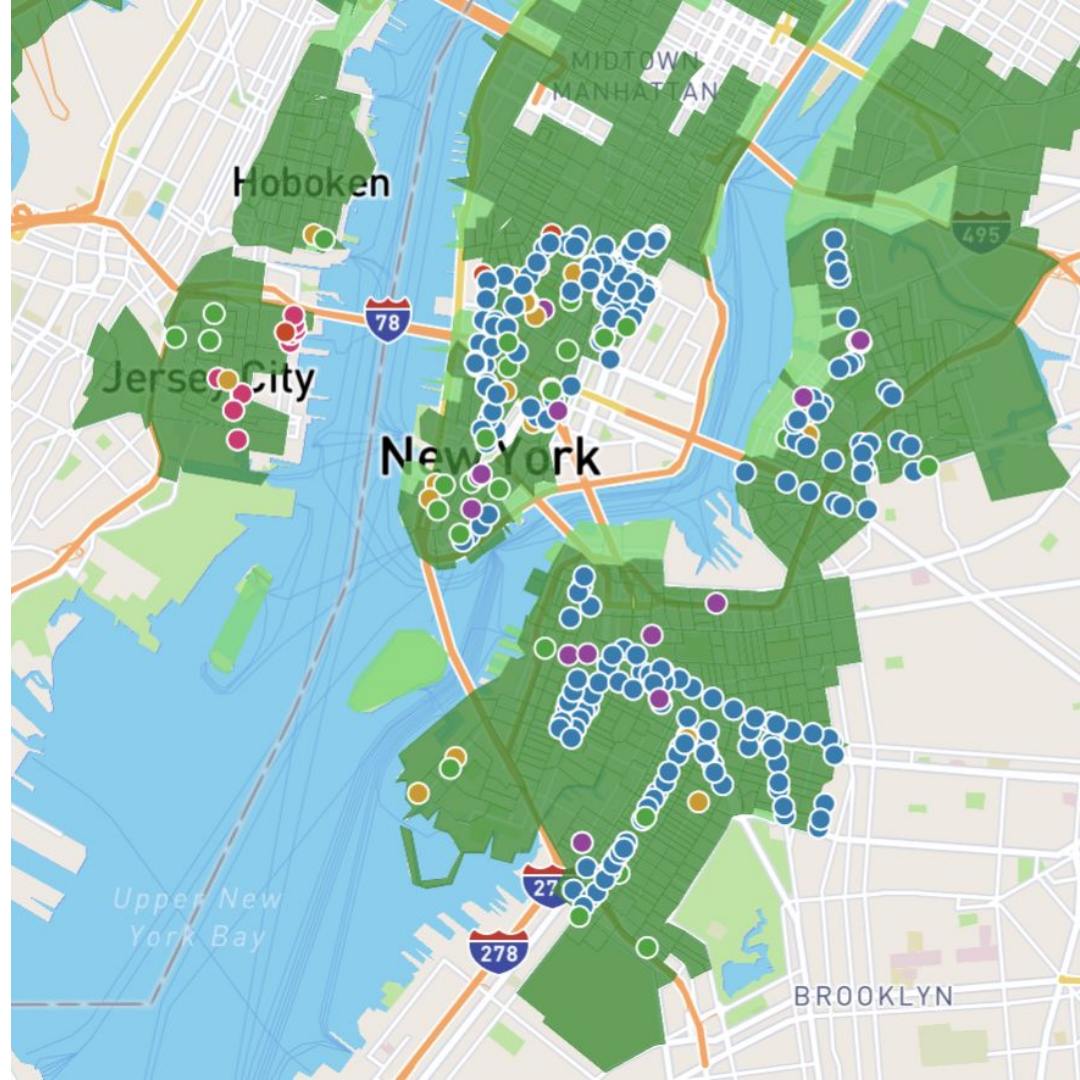
Atmosphere TV



Lamar



OUTFRONT

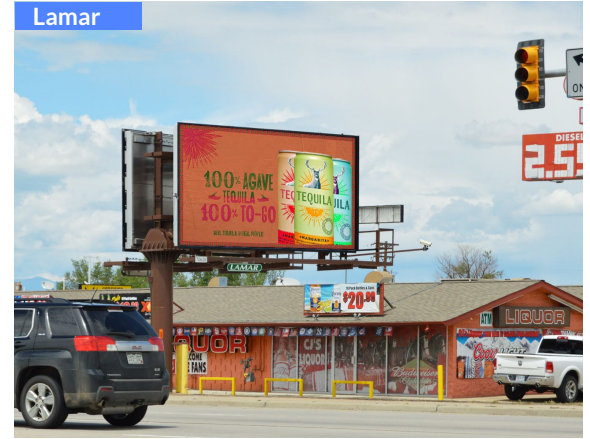


The campaign ran on high-impact eye-level screens, roadside billboards, mobile media, and in bars, & restaurants

OUTFRONT



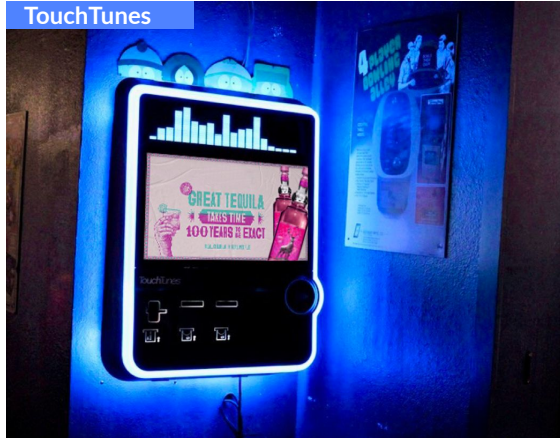
Lamar



Firefly



TouchTunes



Atmosphere TV



Campaign Results

Overview of 5-month flight:

91 million

total impressions delivered by Place Exchange to tequila lovers in California, Florida, Illinois, and New York.

Brand study results, measured by mFour, demonstrate brand lift across all recorded metrics:

Measured by  mfour

43% of consumers exposed to the ads recalled the tequila ads

29% increase in brand awareness

67% increase in brand perception

20% lift in brand consideration

Unlock the real power of OOH

sales@placeexchange.com

