



PLACE EXCHANGE

# Case Study Fairlife



# Objective

Fairlife, a leading American brand of ultra-filtered milk, aimed to enhance the brand perception and increase purchase intent of its signature products—vanilla and chocolate milk—through a bold creative campaign on DOOH billboards nationwide.

Fairlife partnered with Place Exchange to programmatically deliver Fairlife ads on prominently positioned DOOH billboards within the target DMAs.



# Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Reach U.S. consumers at scale with premium DOOH billboards</li><li>● Demonstrate brand lift for the Fairlife DOOH campaign</li></ul>	<ul style="list-style-type: none"><li>● Maximize impressions delivered within the target DMA locations</li><li>● MFour brand lift metrics:<ul style="list-style-type: none"><li>○ Ad Recall</li><li>○ Brand Opinion</li><li>○ Brand Perception</li><li>○ Brand Consideration</li><li>○ Purchase Intent</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Select billboard inventory in specified DMAs via Place Exchange</li><li>● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners</li></ul>

# Campaign Results


Overview of 3 month flight:

**6 million**

high-impact billboard impressions  
delivered across 82 screens



Brand study results, demonstrate brand lift across all recorded metrics\*:

Measured by 

**45%** of consumers exposed to the campaign recalled the ads  
Surpassing the MFour OOH CPG Ad Recall Average: 38%

**31%** increase in brand opinion

**25%** lift in brand consideration

**30%** lift in brand purchase intent

\*All lift metrics pertain to those who recognize the ads

# Unlock the real power of OOH

[sales@placeexchange.com](mailto:sales@placeexchange.com)

