

Auto Glass Express

Problem

How does a new store create a presence and demand in it's community?

Solution

By using strategically out of home (OOH) to promote the store's services in the metro area.

Background

Auto Glass Express had recently opened in Phoenix and wanted to become the number one auto glass installer in the metro area.



Objective

Auto Glass Express' goal was to have car owners aged 18 and over go to the company website or call the store to schedule an appointment to replace their broken or damaged windshields.

Strategy

The media company placed bulletins on major highways to maximize audience reach. The team also utilized a large number of digital bulletins on busy highways and streets to increase message frequency.

Plan Details

Markets: Phoenix, AZ

Flight Dates/OOH Formats:

- 10 Static and Digital bulletins
- Flight for static: October, 2015 to September, 2016
- Flight for digital: February, 2016 to January, 2017

Budget: \$10,000 and over



Results

According to the owner the store is now doing 25 installs a day versus the 5 a day the store did prior to the OOH campaign.