

Flint Forward

Problem

How does a website promoting the strength of a city utilize OOH to drive its message?

Solution

Create a campaign utilizing OOH to empower the community and drive people to join the movement.

Background

The goal of the campaign was to promote positive stories in Flint and get the word out about Flint Forward.

Objective

The team hoped to reach the masses to generate awareness of FlintFwd.org and to encourage people to join the movement: help, hope, and pride live here.

Strategy

- Strategy: Plan Basics (4 weeks starting mid to late March)
- o (10) Highway Billboards (8 Standard + 2 Digital)
 - o (10) Surface Street Billboards
 - o Plus mobile network

Plan Details

Markets: Flint

Flight Dates: March 2016 - May 2016

OOH Formats Used: Mobile, Bulletins, Posters & Digital

Target Audience: Genesee County - Emphasis on downtown Flint

Budget: \$9,000

Results

Flint Forward had 30K hits on their video on Facebook and wanted to keep the movement going because it was so successful.

