

Kauffman Tire

Problem

How does a tire company grow its consumer base in the Tampa Bay area?

Solution

Partner with local professional sports teams and launch a unique digital OOH campaign that is activated based on these teams' performances, ultimately catching the attention of the local sport-enthusiast community.

Background

Expand the communication reach and immediate impact of Kauffman Tire's dynamic sports marketing program, which requires immediate activation upon three professional teams in game performances.

Objective

Broaden the sports marketing activation awareness to increase consumer traffic to retail locations in the Tampa area.

Strategy

Compliment the Tampa Bay/St. Pete radio coverage with strategically placed OOH digital boards that can be activated based upon professional sports teams performances.

Plan Details

Markets: Tampa

Flight Dates: 10 months of 2016

OOH Formats Used: Digital 14X48 boards

Target Audience: Adults 25-54

Budget: Less than 10%

Results

Each of the Kauffman Tire's professional sports marketing partnerships include an activation model based upon each teams game performance. Activation can be both planned and sporadic. One-day sales are activated following a game. Activation requires building awareness over one business day through multiple communication channels, radio, email, social media, web display and digital out of home. Digital out of home boards provide an opportunity to react quickly and change messages sometimes within a few hours.

Testimonials

Integrated sports marketing programs exceeded previous years impact with the addition of OOH.



Additional Information

Kauffman Tire placed a twenty-six week OOH campaign in Tampa Bay starting in January 2016. The campaign consisted of fifteen rotating digital displays supporting eight Kauffman Tire stores in Hillsborough, Pinellas, Pasco and Manatee Counties. Built around the tire retailer's exclusive tire sponsorship with the Tampa Bay Lightning Hockey Club (NHL), the agency scheduled a variety of generic tire sell messages that were pre-empted by a special promo message when the Tampa Bay Lightning scored five or more goals during a game. The "Lightning Score 5 Goals – Save \$125" promo message was activated via trigger notification and emailed by the hockey team to Kauffman Tire's media partners with instructions to run the special creative starting the following day from 5 a.m. through 6 p.m. Scoring five goals in a game by an NHL team is a fairly difficult achievement, perhaps a once every 8-10 game proposition.



The campaign launched on Monday, 02/01, and it didn't take long for the Lightning to deliver. On Friday evening, 02/05, the team tallied five goals in a game against the Pittsburgh Penguins. The next morning, Saturday 02/06 at 5 a.m., fifteen digital displays burned brightly with Kauffman's "5 Goal – Save \$125" creative. The results were breathtaking as the retailer smashed their previous single day sales record with an increase of over 50% higher sales that Saturday. Naturally, Kauffman Tire was delighted and credited the digital OOH campaign as the major driver of traffic to its stores that day. As the season progressed the Lightning notched several more five goal games and the digital OOH promo message continued to drive higher-than-normal amounts of traffic to the Kauffman Tire stores.

Next on the horizon was the start of baseball season in early April and Kauffman Tire's sponsorship of the Tampa Bay Rays baseball team (MLB). Similar to the hockey promotion a special "Save \$144" digital OOH creative was activated when the team hit a home run during the 4th inning. Interestingly enough, no one anticipated that the Rays would rank among the top home run hitting teams in major league baseball this year but the combination of great hitting and an unbeatable offer led to yet more record breaking traffic at Kauffman Tire stores during late spring and early summer of 2016.

The campaign ended in early July, but not before Kauffman Tire became the exclusive tire sponsor of the Tampa Bay Buccaneers football team (NFL). A new digital outdoor campaign was contracted to start in late August and a new chapter in Kauffman Tire's very successful digital OOH promotion will begin anew.

Audience Metrics

Target Audience TRPs: 2,478

Target Audience Reach: 83%

Target Audience Frequency: 30

Additional Relevant metrics: Total Target OOH Impressions 33,971,883