

SERVICE KING

Problem

How do you introduce a brand into new markets and and boost awareness of nearby repair centers?

Solution

Use digital OOH correlated with real-time traffic conditions to display hyper-targeted ads.

Background

In 2014, Service King acquired existing collision repair centers and re-branded them as Service King locations in markets that had no prior awareness of the brand. They needed to create immediate awareness and communicate to drivers why they should choose Service King, and wanted to reach those drivers when they are most inclined to think about auto repair - while inside their vehicles.

Objective

The objective was to create an eye-catching campaign utilizing digital bulletins in order to ultimately drive awareness of Service King locations and keep Service King top of mind when consumers are in need of collision repair services.

Strategy

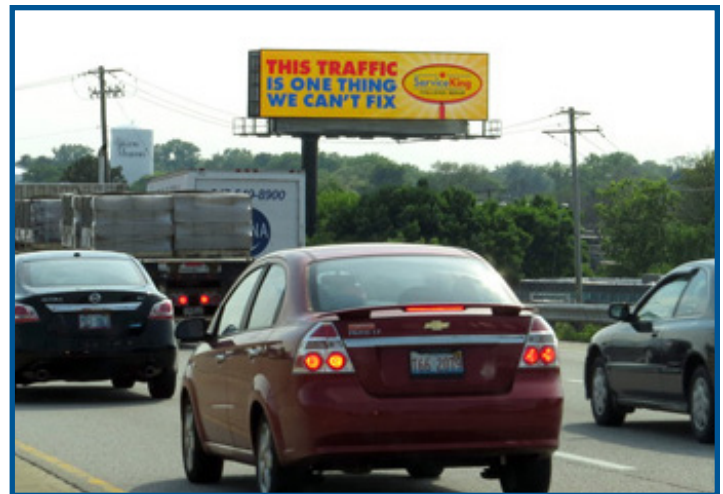
The planning and media companies determined that auto repair would be most top of mind to consumers when road conditions are at their worst due to traffic being caused by a collision or by congestion.

By embracing the very latest software technology in conjunction with real-time Inrix traffic data, Service King developed an innovative media campaign that correlated directly with real-time traffic conditions. The result was a hyper-targeted message allowing Service King to display its ads only at times of heavy traffic or when there was a collision within close proximity of the displays (proximity was defined as within 0.25 to 3 miles, depending on market). Traffic was defined in two ways based on reference speed, which is generally similar to the speed limit:

Moderate Traffic – Between 19% and 34% of the reference speed

Heavy Traffic – Less than 19% of the reference speed

The media company created a network of boards all located within 10 miles of a Service King location in order to keep the messaging relevant within the markets and help drive traffic.



Plan Details

Markets: Nashville, Oklahoma City, Chicago, Philadelphia, Los Angeles, and San Francisco.

Flight Dates: March-September 2015.

All vendors utilized Inrix data to gather real-time traffic conditions to keep consistency across the markets. Digital bulletins were purchased on a per spot delivery basis. The creative messaging rotated between lines such as “Unlike This Traffic, Our Repairs Move Smoothly” during heavy congestion and “This Traffic is One Thing We Can’t Fix” in extremely heavy conditions.

Results

After the first week of running the traffic triggered ads, the planning company noticed a significant increase in performance of their paid search campaign, signaling that the OOH digital boards were further driving awareness of the Service King brand. The click-through-rates for the markets running traffic triggered OOH increased significantly compared to before the campaign started. Firehouse saw the following increases in CTR performance:

- Oklahoma City – CTR improved 69%
- Nashville – CTR improved 66.5%
- Los Angeles – CTR improved 46.7%
- San Francisco – CTR improved 41.2%
- Philadelphia – CTR improved 59%
- Chicago – CTR improved 49.4%

