

Precision Overhead Garage Door Service of Rochester

Problem

How do you increase visibility and brand awareness for a garage door repair service to drive sales volume?

Solution

By utilizing a rotary plan around Rochester, optimizing the number of impressions by homeowners.

Background

Precision Overhead Garage Door Service of Rochester was experiencing diminishing returns from its Yellow Pages advertising. Dissatisfied with this, the company began looking for ways to increase their visibility and brand awareness in an effort to drive sales volume.



Objective

Precision's goal was to increase brand awareness and stand out from competitors. Ultimately, it needed to reach homeowners to increase sales.

Strategy

The strategy was to design creative with attention-grabbing colors and featuring Precision's "spring guy" mascot to make a memorable OOH campaign. The media plan included one rotary bulletin & five posters per period that moved monthly around the market to capitalize on local events, attractions, and seasonal destinations. This strategic rotary plan optimized the number of homeowners reached.

Plan Details

Markets: Rochester, NY

Flight Dates/OOH Formats:

- Flight: February 1, 2016 - December 31, 2016
- 5 Posters
- 1 rotary Bulletins
- Moved strategically on a monthly basis
- 342,722 Expected weekly impressions
- 40 Expected weekly TRP

Budget: \$10,000 and over

Results

There was a 21 percent increase in call volume over the previous year, and work orders increased by 20 percent. Total sales by volume increased between 6-9 percent during these periods. The program delivery averaged 60 TRP weekly, which was 34 percent greater than the original 40 TRP goal. Precision recognized the value in audiences across the entire market which allowed for greater deployment and better utility of the OOH inventory and a stronger, more impactful application of OOH.