

DEEP RIVER'S OOH OUTPERFORMED OVER ALL OTHER MEDIAS

OBJECTIVE

Deep River Waterpark's typical clientele comes from Metro Chicagoland, NW Indiana & Southern Michigan. They wanted to remind summer fun fans of their location/hours to increase foot traffic and sales in the waterpark.

STRATEGY

Deep River Waterpark's plan was to reach audiences in Chicago, SW Michigan and NW Indiana by utilizing expressway bulletins that target the heavy volume of traffic in and out these areas. Their program earned 8,845,708 over an 8-week duration.

RESULTS

Deep River Waterpark did extensive surveying and reported the recall of their outdoor campaign ranked highest over all other media utilized. Within the OOH recall group, the likeliness of them visiting the waterpark was also #1 against other media recall groups. The park also ran a billboard viewer contest on social and received thousands of accurate entries. Additionally, they reported receiving 500+ phone calls per day. Their operators noted that callers consistently referenced "the forecast is 100% chance of FUN", which was Deep River's headline that is only used on their Out of Home media.

DeepRiverWaterpark.com



RESULTS

#1

RECALL RATE

8.8M

IMPRESSIONS

500+

PHONE CALLS PER DAY

"Each year, we consider all media to create a holistic campaign for Deep River Waterpark. In the past 10 years, outdoor has been the only media where we consistently shift dollars to."

Tom Bergman, MMOINC, agency for Deep River Waterpark & member of the World Waterpark Association Hall of Fame

OUTFRONT