

WE DROVE INCREASED BRAND AWARENESS AND 100% OCCUPANCY FOR HUBBARD PLACE

OBJECTIVE

Drive brand awareness to increase leasing tours and reach 100% building occupancy.

STRATEGY

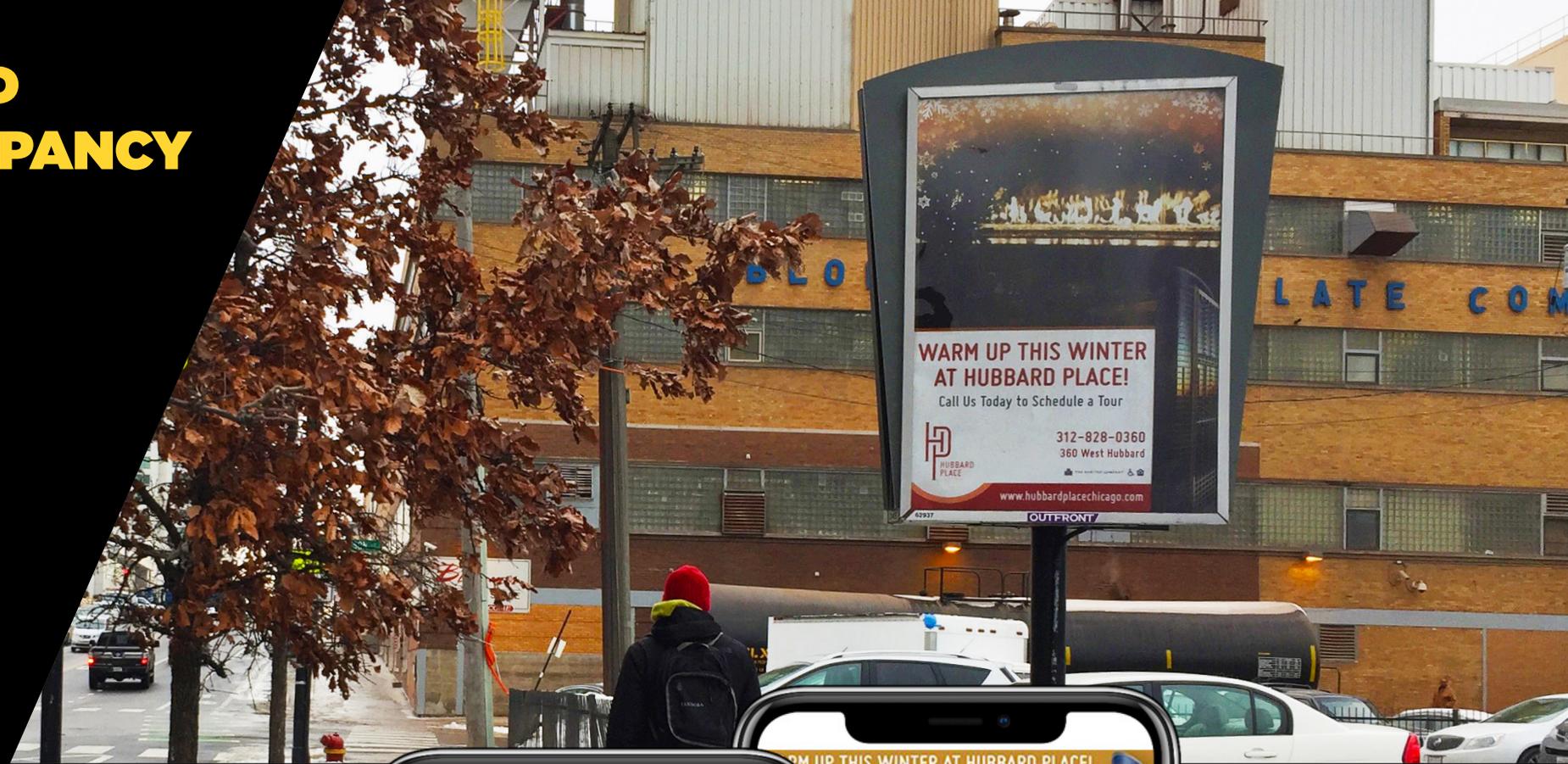
Hubbard Place's strategy was to reach a local, targeted audience within close proximity of their building location to keep their brand top-of-mind amongst potential leasers.

The campaign was spread across OUTFRONT's Mobile Network as well as strategically placed, audience-driven Metro Lights at high-traffic intersections within a 1 mile radius of their location.

RESULTS

After adding OOH & mobile to their media mix, leasing tours increased significantly and Hubbard Place was able to achieve full occupancy by the end of the campaign.

The campaign saw a 8.61% Secondary Action Rate (SAR) on the mobile network campaign, resulting in a 187% lift over the mobile-alone benchmark.



RESULTS

177K

TARGETED IMPRESSIONS

8.61%

SECONDARY ACTION RATE

187%

LIFT IN SAR, COMPARED TO MOBILE-ALONE BENCHMARK

