

WE INCREASED ATTENDANCE FOR THE ST. LOUIS SCOTTISH GAMES

The St. Louis Scottish Games is an annual non-profit event held in the STL Metro area. The event actively competes with other Scottish games and outdoor events in the region.

OBJECTIVE:

The primary goal of the organization was to increase awareness and attendance at the St. Louis Scottish Games. It was also important for them to share a wide variety of creative messages and highlights of activities/ events that would drive event interest.

STRATEGY:

Their strategy was to use Digital OOH to reach a wide range of audience demos, with multiple messages across the St. Louis Metro area. St. Louis Scottish Games campaign was featured across the Digital bulletin network, over 4 weeks. Their dynamic content was dayparted, as well as location/audience specific to provide the most meaningful impact, all via OUTFRONT's Digital Direct Ad Server.

RESULTS:

The Scottish Games Digital Out of Home campaign delivered 371K+ impressions and immediately led to a big uptick in online awareness and activation. This resulted in steady ticket sales throughout and a remarkable 30% increase in attendance YoY (3,000 vs 4,400).

CLIENT SUCCESS:

"The simplicity/ease of working with OUTFRONT was wonderful. Their weekly DDA reports were incredibly beneficial in proving ROI."

- Bob Macauley, Board Member, Head of Marketing, Public Relations, Sponsorships

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC. GEOPATH INSIGHTS SUITE, 2023.



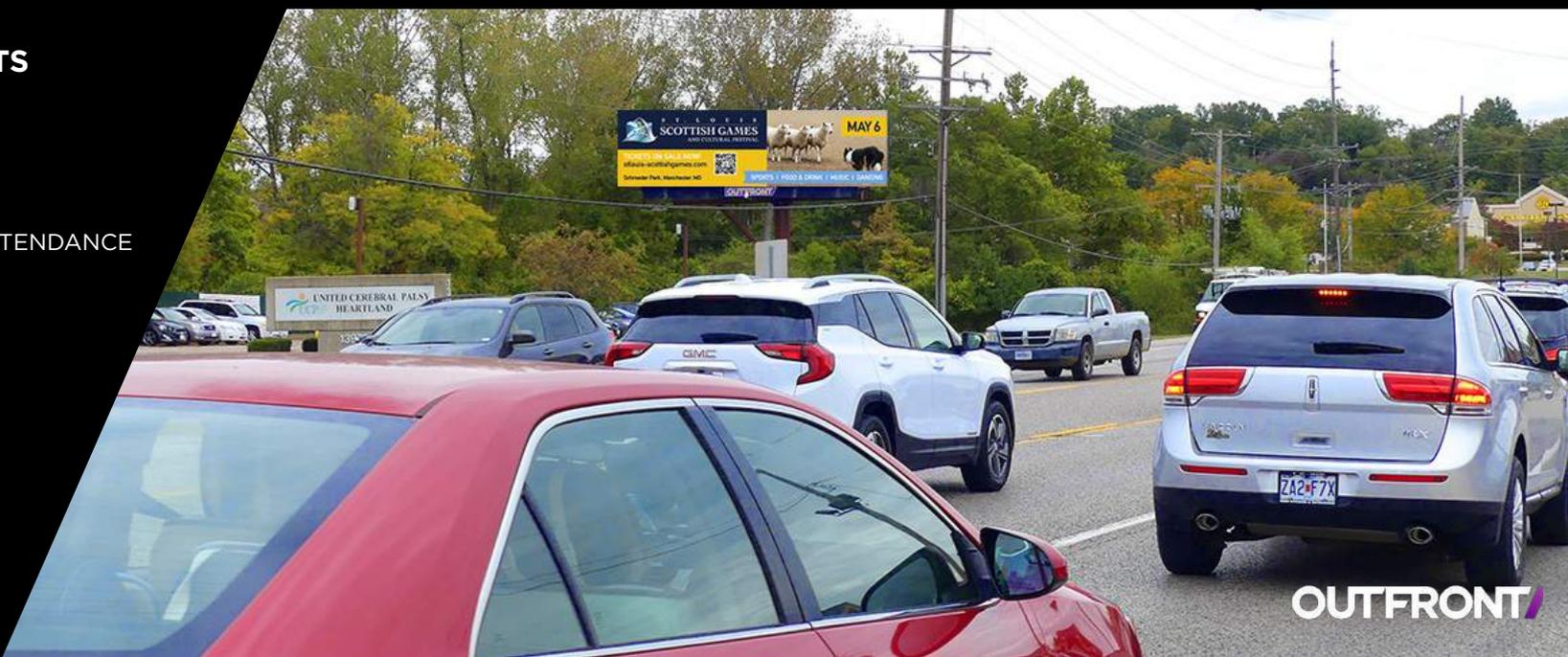
RESULTS

30%

INCREASE IN ATTENDANCE

371K+

A18+ IMPRESSIONS



OUTFRONT