

OUTFRONT HELPED WIND CREEK CASINO INCREASE FOOTFALL WITH HIGH-IMPACT IRL

When **Wind Creek Casino** wanted to understand how IRL advertising drove visitation to its Chicago Southland location, OUTFRONT partnered with independent third-party measurement provider Reveal Mobile to find out.

Together, we determined the impact Wind Creek's billboard and other roadside media made on footfall – and how adding two more high-impact assets further turbocharged the results.

STRATEGY & EXECUTION

- **Market:** Chicago
- **Media used:** Bulletins, Digital Bulletins, Posters, Premier Screens
- **Campaign duration:** 14 weeks (December 30, 2024-April 14, 2025)
 - **Ad Flight 1:** December 30, 2024-February 23, 2025
 - **Ad Flight 2** (with additional high-impact media): February 24-April 14, 2025
- **Methodology:** Test vs. Control

HIGHLIGHTS & RESULTS

- During the first ad flight, **those exposed increased their visitation rate by 185%**, a 48.6% net lift*.
- After adding two high-impact units for the second ad flight, **those exposed increased their visitation rate by 716%**, a 567% net lift*.
- Overall, **those exposed increased their visitation rate by 438%**, a 290% net lift*.



RESULTS

438%

OVERALL INCREASE IN VISITATION RATE AMONG THOSE EXPOSED

+290%

OVERALL LIFT IN VISITATION RATE AMONG THOSE EXPOSED*

* COMPARED TO CONTROL GROUP

SOURCE: REVEAL MOBILE

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.FDAFDA