

# WE HELPED BOUNCE CURL INCREASE AWARENESS USING PROGRAMMATIC DOOH & MOBILE

During Q1 2021, Bounce Curl launched an ad campaign aimed at driving brand awareness, consideration, and purchase intent of the product in the following DMA's: Miami, NY, LA, Chicago, Phoenix, Houston and Philadelphia.

## STRATEGY & APPROACH

- Bounce Curl programmatically activated prime OUTFRONT DOOH billboard assets via Vistar Media.
- Based on Vistar's partnership with IRI, Bounce Curl was able to effectively optimize towards assets that reached an audience of historical curly hair product purchasers.
- A brand study was deployed in partnership with mfour to evaluate the impact of the ad campaign on consumer perceptions and measure against KPIs.
- Additionally, OUTFRONT mobile re-targeting was used to reach consumers exposed to the campaign directly on their mobile devices.
- Bounce Curl also engaged OUTFRONT Studios to help maximize creative potential for both DOOH and Mobile.

## HIGHLIGHTS & RESULTS

- The overall campaign achieved incremental lift across all metrics of awareness, consideration, and purchase intent for Bounce Curl with the desired audience.
- Female consumers aged 35+ were the most aware of, likely to consider, and likely to purchase Bounce Curl. Since mid-campaign, all groups of incomes expressed consideration and purchase intent at levels above the control rate.

## CLIENT PRAISE

- *"We had a great experience working with OUTFRONT. They went above and beyond all of our expectations. Their STUDIOS team did amazing creative for us. For our first DOOH venture we feel that we HIT IT OUT OF THE PARK!"*

SOURCE : OUTFRONT MOBILE NETWORK AND AD IMPACT SURVEY, 2021

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, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



### AD IMPACT SURVEY RESULTS

**+47%**  
LIFT IN AWARENESS

**+21%**  
LIFT IN CONSIDERATION

**+18%**  
LIFT IN PURCHASE INTENT

**+5%**  
LIFT IN RECOMMENDATIONS

### ONLINE RESULTS (YOY)

**+20%**  
DIRECT TRAFFIC

**+28%**  
ONLINE STORE SESSIONS

### MOBILE RESULTS

**+7.3%**  
3.22 SAR - 7.3% ABOVE NORMAL BENCHMARK OF 3.0%



**IRI**  
Growth delivered.

**mfour**

**VISTAR MEDIA**

**OUTFRONT**