

OOH DROVE **SIGNIFICANT WEB TRAFFIC** WITH THOUSANDS OF UNIQUE VIEWS

OBJECTIVES

Knozone's highly evolved initiative is looking to make Central Indiana one of the Midwest's most sustainable regions. Using static bulletins, the highly evolved campaign reached residents, businesses, and schools in the suburbs of Indianapolis.

STRATEGY

This campaign targeted consumers with high profile bulletin locations on commuter roadways. The bold, modern creative commanded the attention of drivers and focused on the "be highly evolved" website. Knozone used several media formats during the flight dates to drive maximum campaign awareness.

RESULTS

Over 16 million impressions were generated by this campaign, and website traffic for behighlyevolved.com increased significantly with 12,000 website views and 5,000 unique website users.



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.



OUTFRONT

RESULTS

16M

A18+ IMPRESSIONS

12K

WEBSITE VIEWS

5K

UNIQUE WEBSITE VIEWERS

"The Highly Evolved billboards that Pivot created and executed in partnership with OUTFRONT Media were a key component to the launch of this multifaceted campaign. With the goal of increasing awareness and adoption of electric vehicles in Marion County, we were able to drive significant direct web traffic to behighlyevolved.com, and we're just getting started."

— Melissa Rowe
Head of PR and Events at
Pivot Marketing