

WE DROVE OVER 3.8M MOBILE IMPRESSIONS FOR NOR CAL HONDA

Northern California Honda Dealers rely on OOH and mobile year round to promote their latest models and deals to their Hispanic audience.

STRATEGY & TACTICS

- **Strategically Placed:** Nor Cal Honda utilizes targeted bulletins and posters in densely populated Hispanic areas to engage with their audience year round.
- **Targeting:** Both proximity and audience targeting are utilized for maximum reach and effectiveness. 1-Mile geofences were set around their OOH bulletins and posters as well as 28 Honda dealerships throughout San Jose, San Francisco, and the greater Bay Area. Hispanic audience targeting at the DMA level was also used.
- **Creative Excellence:** Creative messaging was consistent across all platforms with the poignant message ‘Siempre Contigo’, which translates to ‘Always With You’ as Honda is always with you in the both the big moments and small. This authentic Hispanic marketing campaign has really resonated with audiences & continues to have multiple iterations.
- **Video Ad:** Honda brought their campaign to life with a 30-second video ad. This full motion, Spanish language ad with sound was a great visual representation of what ‘Siempre Contigo’ means to Honda and their target audience. The video linked to their website with more information on their latest promotions and deals.



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.

OUTFRONT

RESULTS

3,808,082
MOBILE IMPRESSIONS

34,001
VIDEO CLICKS

0.90%
CTR

200%
LIFT OVER THE MOBILE ALONE
CTR BENCHMARK

