

WE INCREASED WEBSITE TRAFFIC BY 17% WITH TARGETED BIKE SHARE

OUTFRONT

RESULTS

17%

INCREASE IN WEBSITE TRAFFIC COMPARED TO PREVIOUS MONTHS

BACKGROUND

The Food Trust is a local food cooperative that runs various farmers markets in Philadelphia every weekend. The client partnered with OUTFRONT to help build awareness and speak specifically to their target audiences in communities throughout the city.

STRATEGY & TACTICS

- **LOCAL, LOCAL, LOCAL** - With over 200 locations throughout the city Bike Share provided the client a unique opportunity to pinpoint hard to reach areas of the city crucial to where their customers live, work and play.
- **CREATIVE EXCELLENCE** - OUTFRONT Studios designed a campaign featuring real Food Trust members (shoppers, farmers, etc.) and specifically tailored personal stories to each bike share location. The local aspect drew a deeper connection between the campaign and the local community.
- **IRL TO URL** - By incorporating the use of QR Codes we took advantage ensured the campaign delivered on the client's goal of driving website traffic.

RESULTS

- Website visitation increased 17% from the previous month. 9 out of 11 individual farmers market pages also saw a significant increase in traffic during the time of the campaign.




The Food Trust

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