

ROAD CASE STUDIES



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CASE STUDY 1: CAMPAIGN OPTIMISATION

Campaign Objective:

Using ROAD to optimise achievable reach over a 3-month campaign period based on a discounted media budget of R789,750.00 (inclusive of production and flighting), against a LSM 5-7 target market nationally.

Campaign Proposal:

Recommended ROAD (15+16C) sites of 66 small formats (18sqm) to obtain highest levels of reach within the budget parameters. 44% of the proposed sites are within a 2km of one of the top 100 major taxi ranks, delivering spread and maximises overall reach against the target market.



...such an amazing job for this brief, client wants to move the campaign earlier.

Kirsty Carlson
Head of OOH Strategy

5,954,023

Monthly audience reach

35.5%

Reach

82,733,693

Monthly Impacts

14

Avg. Frequency per month

R30.04

CPM based on reach

R2.16

CPM based on impacts



Key takeout:

Cumulative Impact Yield across 3 Month Campaign Period Highlights how Outdoor Advertising Excels at both Reach, Frequency of Exposure & Delivery of Impacts/Impressions/Volumes

CASE STUDY 2: CAMPAIGN OPTIMISATION

Campaign Objective:

We were tasked to investigate the incremental reach in the case where brand X should potentially expand their existing OOH holding.

Campaign Parameters:

- Portrait OOH formats only
- Sites should be in close proximity to the brand's retail store.

Campaign Proposal:

Using ROAD (15C +16C) we were able to identify suitable portrait sites that were high performing and yield the lowest possible CPM. We proposed that Brand x increase their current holding by 5 additional sites to achieve optimal reach levels.

Existing holding:

No. of sites: **3**

Total Reach: **781,075**

VACs: **8,009,369**

Proposed holding:

No. of sites: **8**

Total Reach: **2,397,715**

Vacs: **21,640,568**

Key takeout:

With the addition of 5 portrait OOH sites in Gauteng and KwaZulu-Natal we were able to increase the monthly audience reach of the campaign by **68%**

"We managed to secure the booking of additional sites as a result of the ROAD audience." – Primedia Outdoor

CASE STUDY 3: SITE DEVELOPMENT

Business Objective:

Expand our LED footprint in relevant locations which targets the right audience.

Business Approach:

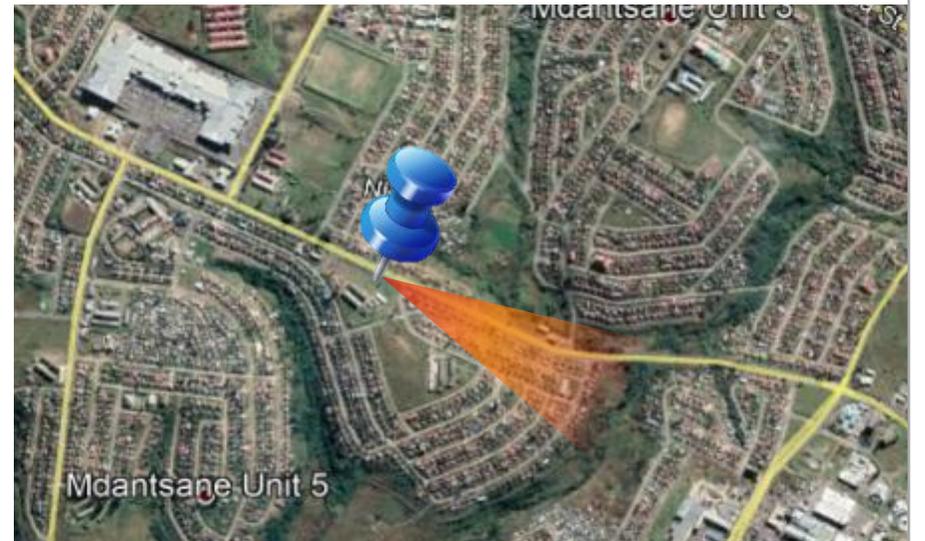
Prior to erecting structures we access the possible location with ROAD in terms of site metrics and affinity to audience profiles to warrant high performance. We also compare the data to our existing LED structures which are located in similar areas targeting a similar audience to ensure that the new developed site will align to our LED package offerings. All locations are analysed with ROAD and only those that delivers high performance and reaches the right audience are considered as development sites.

Site Metrics:

- **Total Reach: 108,111**
- **Reach %: 6%**
- **Frequency: 8**
- **VACs 873,703**

Audience Profile:

- **LSM: 5-7**
- **Work Status: FT & Looking for Work**
- **Race: Black**
- **Personal Income: R6k-R14k**





**THANK
YOU**