

Honda

Problem

How can Honda reach a Hispanic rich area with OOH media?

Solution

By building Spanish family friendly creative that advertised models and prices.

Background

Mobile location data allowed CCO to profile billboards based on which inventory was more likely to reach Honda's target audience. In this case, NorCal Honda was focused on a Hispanic segment that was available through the out-of-home advertising company's unique planning tool. Out-of-home inventory was ranked with specific scores indicating how likely the desired target was to pass one of the boards. This was combined with other desired planning parameters, such as reaching specific age groups, and auto-intenders. This data offered unique location-based insights to the overall campaign that other marketing channels missed.

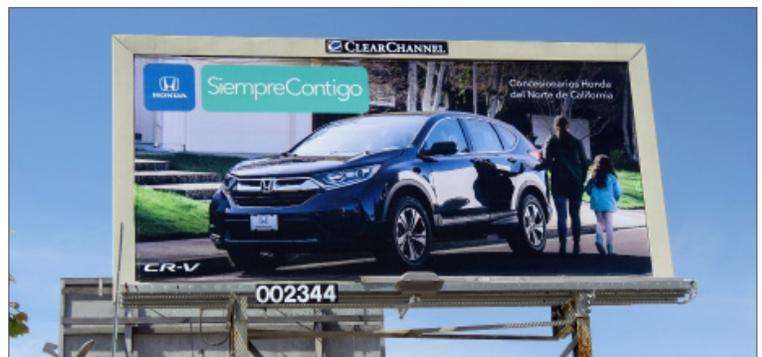
Objective

Northern California Honda Dealers' objective was to drive visits and increase auto sales in the highly competitive San Francisco market, and to specifically reach Hispanic consumers. The key performance area measured was visitation rates to NorCal Honda's dealerships, and this were measured through an 11-week attribution study.

Strategy

NorCal Honda's creative was family-oriented, in Spanish, and promoted specific Honda models via price point and/or imagery.

The OOH and mobile art were always the same, but designs changed per flight based on the model that was being promoted. When there wasn't a sales promotion to feature, a general branding message was used. Typically the models being promoted through price point, or family-oriented imagery were: Accord, CR-V, and Odyssey, and were selected based on need to drive sales. The Civic usually does quite well, so that model did not need to be promoted. OOH and mobile ads packed a one-two punch to reach this active, family-driven, on-the-go consumer.



- OOH creative tagline: Siempre Contigo
- Mobile creative tagline: Siempre Contigo

- Key Art: Varied per flight

Context: To target Hispanic auto-intenders, a six-month campaign was created, utilizing mostly printed vinyl posters (smaller billboards), and large format bulletins (standard size billboards). The out-of-home media company strategically selected this inventory based on the frequent travel patterns of Honda's desired audience identified through location-based insights from mobile data pattern technology. Then, using mobile retargeting capabilities, mobile ads were sent to consumers, with Spanish language-enabled phones, who were exposed to the OOH campaign or had visited a Honda dealership. This was the first year for the campaign.



Plan Details

Markets: San Francisco

Flight Dates: July 2017 - December 2017

OOH Formats Used: Printed Bulletins, Posters, Transit Shelters

Target Audience: Hispanic A25-54

Budget: The OOH spend was just over \$300,000, while their mobile spend was \$30,000 (10% of the budget). We expect the mobile spend to increase going forward after the success of this initial campaign.

Results

This campaign was extremely innovative and used mobile location data to both inform the campaign and measure the impact of the campaign. The OOH media was planned based on choosing boards that indexed high to reach a Hispanic demo, while the mobile campaign complemented this. The mobile campaign was based on geo-fencing those same OOH locations in order to retarget consumers exposed to the OOH campaign, as well as sending ads to devices recently seen at Honda dealerships. The mobile campaign also helped fill in the gaps and serve ads to areas in the market with a high Hispanic penetration but that had no OOH coverage for this campaign.



The out-of-home company also proved this advanced targeting was successful through a custom visits study. The results of the study showed an 83% lift in visitation rates to dealerships in the Bay Area among those consumers who were exposed to the campaign compared to consumers who were unexposed to the campaign. We worked with a RADAR partner to use mobile data to determine which devices were exposed to the campaign (Based on viewability distance and direction of travel) and built a matching group of devices that were unexposed to the campaign (control group was based on devices having similar visitation patterns, coming from similar zip codes and more). We then compared the visitation rate and many other metrics between the two groups to analyze the impact from the OOH campaign.

Some other findings:

We were able to analyze the impact that OOH frequency had on visitation rates. We found a strong upward trend between visitation rates and the frequency of OOH exposure: Those exposed 15+ times had a visitation rate 126% higher than the average exposed visitation rate.

We also found that 26% visited a dealership 15+ miles from where they live. This is a valuable insight since it can help guide future



campaigns to include some units in a campaign that aren't necessarily within a short distance from the dealership

Once the mobile retargeting strategy was introduced in conjunction with this sophisticated out-of-home targeting, it helped power hyper-local, dealership-specific marketing. The mobile campaign metrics gathered at the client level revealed that combining mobile retargeting with the OOH campaign was a highly effective marketing strategy. The CTRs generated were double the industry standard at .26% channels. The success of the initial campaign led to the extension of mobile campaigns in additional markets that had no CCOA OOH presence.

