

WE SAW A 25% INCREASE IN SALES SINCE THEIR FIRST OOH CAMPAIGN.

OBJECTIVES

With a strong presence on social media, Blenders looked to traditional OOH media to build their brand within their hometown of San Diego with goals to drive both online engagement and increased visits to their retail location in Pacific Beach, CA.

STRATEGY & TACTICS

- **Strategically Placed:** With a goal to reach their key demo, we looked at audience data for each of the units and areas to determine the overall strategy. By pairing high-profile Bulletins with a showing of 8-10 Posters, we were able to infiltrate each of their key neighborhoods at major chokepoints.
- **OUTFRONT Studios:** Our team at OUTFRONT Studios collaborated with Blenders in-house design team on each of the creatives. This resulted in fresh copy changes and extensions on their Bulletins to create an extra pop and create a memorable experience.

“PRETTY SICK TO SEE BILLBOARDS MAKING A RESURGANCE IN TODAY’S MEDIA JUNGLE!... UNLIKE THE DIGI WORLD, BILLBOARDS CAN’T BE SKIPPED, BLOCKED OR DELETED AND GIVES YOU A CHANCE TO BE LOUD, EYE-CATCHING AND DARING”

- CHASE FISHER, FOUNDER

B L E N D E R S
E Y E W E A R



OUTFRONT

RESULTS

25%
INCREASE IN SALES

200K+
FOLLOWERS ON IG SINCE
WORKING WITH OUTFRONT

