

WE INCREASED VISITATION BY 15% FOR A LOCAL ATTRACTION

CAMPAIGN RECAP

Field Of Screams, a local haunted house attraction in Pennsylvania, looked to increase customer traffic to their location in the months leading up to Halloween. They utilized static bulletins specifically for their ability to use extensions, and stand out against their competition. Within a two month campaign, the attraction saw a 15% increase in customers year-over-year since incorporating out of home in their marketing mix.

STRATEGY AND DETAILS

- **Campaign Timing:** September - October leading up to Halloween
- **Target Audience:** Age 18-34, willing to travel 1-2 hours
- **Inventory:** Static bulletins with extensions; focused on high-traffic roadways



SOURCE:
DISCLAIMER: OF COURSE, THE RESULT 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.



RESULTS

15%
INCREASE IN VISITATION

