

WE DROVE FOOTFALL TO INEOS DEALERSHIPS AND BRAND LIFT FOR ITS GRENADIER 4X4

INEOS wanted to raise the brand profile for its Grenadier 4x4 and drive interested motorists to its dealerships. So the automaker turned to OUTFRONT for a billboard campaign on digital and traditional units in 15 cities from coast to coast. How well did the campaign impact brand KPIs like awareness and consideration? And how effective was it at driving footfall to INEOS' 20 dealerships? For answers, we turned to our independent third-party measurement partner StreetMetrics.

STRATEGY & EXECUTION

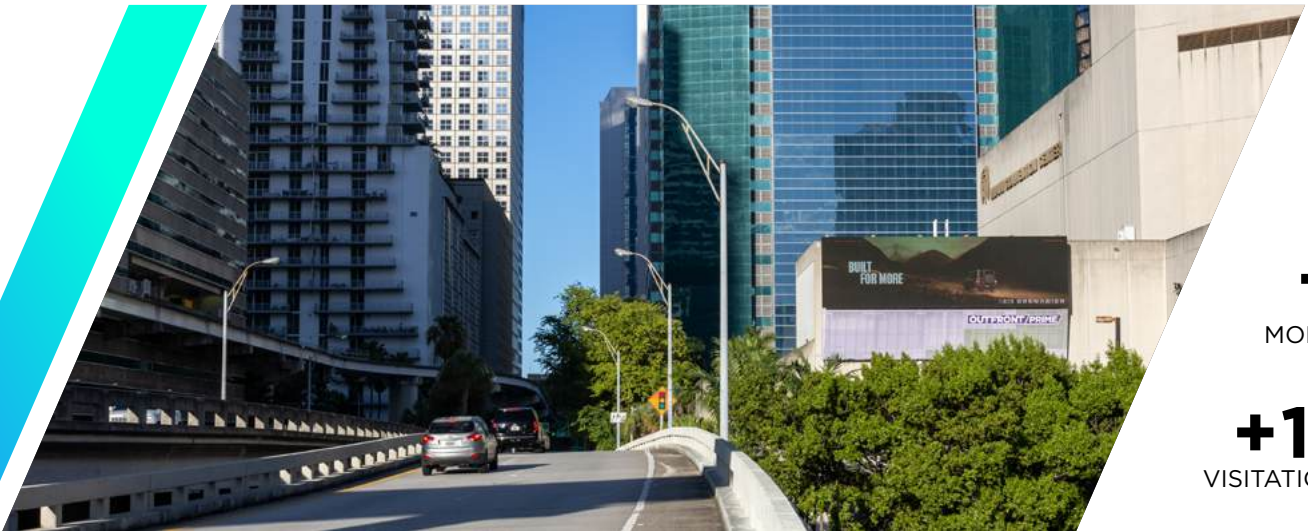
- **Market:** 15 including Atlanta, Boston, Dallas, Hartford, Houston, Los Angeles, Miami, New York City/New Jersey, Philadelphia, Portland, San Diego, San Francisco, & Tampa
- **Media Used:** Bulletins, Digital Bulletins, Digital Wallscapes
- **Campaign duration:** Eight weeks (June 24 to August 18, 2024)
- **Methodology:** Control vs. exposed

OUTCOMES

- For those exposed to the ads, **improved brand metrics included ad recall (+31.7%), brand awareness (+10.5%), consideration, (+35.1%), and positive message association (+7.5%)** vs. the control group.
- The positive messages in question: **good value (23%) , great design (21%), and high quality (21%)**.
- Those exposed were also **107% more likely to visit a dealership**.
- **Their vistation rate rose 184%** from pre-campaign to post.



SOURCE: STREETMETRICS
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

BRAND AWARENESS
+10.5%
MORE LIKELY

CONSIDERATION
+35.1%
MORE LIKELY

DEalersHIP VISITATION
+107%
MORE LIKELY

+184%
VISITATION RATE INCREASE