

KRUTER MOTORS IMPACT IN DETROIT

Mobile Survey Case Study

CAMPAIGN OVERVIEW

OUTFRONT brought a single red auto model to Detroit. Kruter Motors existed only in our imagination and on our billboards. We wanted to see if we could stir some interest in the Motor City.

PROBLEM

We wanted to find a creative way to grab the attention of auto executives and agencies who make decisions about automotive advertising and media planning to show them the power OOH has when it comes to generating brand awareness and promoting secondary actions.

SOLUTION

A real OOH campaign for a fake car



STRATEGY & EXECUTION

- **Market:** As the home to the American auto industry, Detroit was the obvious market to launch a real OOH campaign for a fake auto brand.
- **Ad Formats:** 30 digital bulletins on main roads and highways throughout the market were selected; their combined reach over the duration of the campaign would allow us to reach upward of 2MM of consumers.
- **Creative:** OUTFRONT Studios, our in-house creative studio, developed the creative concept and designed bold ads which featured attention grabbing copy that teetered on the verge of believability.
- **Website:** KruterMotors.com, a custom microsite, was built so that anyone who searched for the brand would learn that while Kruter Motors is not a real brand, the power of OOH to drive awareness and secondary actions is very real.
- **Social Media:** The campaign was also featured on our LinkedIn page and we created a specific campaign Instagram to treat the Kruter truly as its own brand
- **Duration:** The campaign ran for two weeks, launching on March 31, 2019 as the perfect lead into April Fool’s Day.

MEASUREMENT

We partnered with MFour to execute a mobile survey. Measurement began by geo-fencing all of the billboards in the campaign. Consumers in MFour’s double opt-in panel, “Surveys on the Go,” allow MFour to passively track their location. Through GPS or RFID signals, MFour is able to tell when a consumer’s phone breaks the geofence for an OOH unit. The person then receives a survey asking questions about the brand and the ad. For optimal accuracy, consumers have up to 24 hours to complete the survey before it expires. The survey was in the field for four days, and we collected 150 completed surveys.

- **KPIs:** The surveys focused on questions that provided us with details about consumer exposure and secondary actions including: ad recall, brand awareness, and behaviors/intentioned behaviors including online search, looking for the brand on social media and visiting the brand’s website.

RESULTS

38%

AD RECALL OF KRUTER MOTORS (UNAIDED AND AIDED)

2,020+

WEBSITE VISITS TO KRUTERMOTORS.COM
48-SEC. AVERAGE VISIT DURATION ON WEBSITE

84%

TOOK AN OFFLINE OR ONLINE ACTION AFTER BEING EXPOSED TO THE CAMPAIGN