

WE SIGNIFICANTLY INCREASED EVENT ATTENDANCE AND BRAND EXPOSURE FOR LEGACY GLASSWORKS

OBJECTIVE:

Legacy Glassworks' goal was to increase foot traffic and ticket sales for the 2022 Midwest THC festival. In 2021, the Midwest THC festival saw an attendance of 500 people so in 2022 Legacy Glasswork's wanted to increase their attendance dramatically.

STRATEGY:

Legacy Glassworks' used OUT's digital direct product 4 weeks before the event and layered in our mobile network to create additional awareness the week before the event. Using OUTFRONT's digital direct product, Legacy Glassworks blanketed the market with a spot on all 30 OUT digital bulletins across the Twin Cities. Additionally, Legacy Glassworks added a mobile campaign using proximity targeting and geofenced a 10-mile radius around Minneapolis Ciderworks the event location the week before the event.

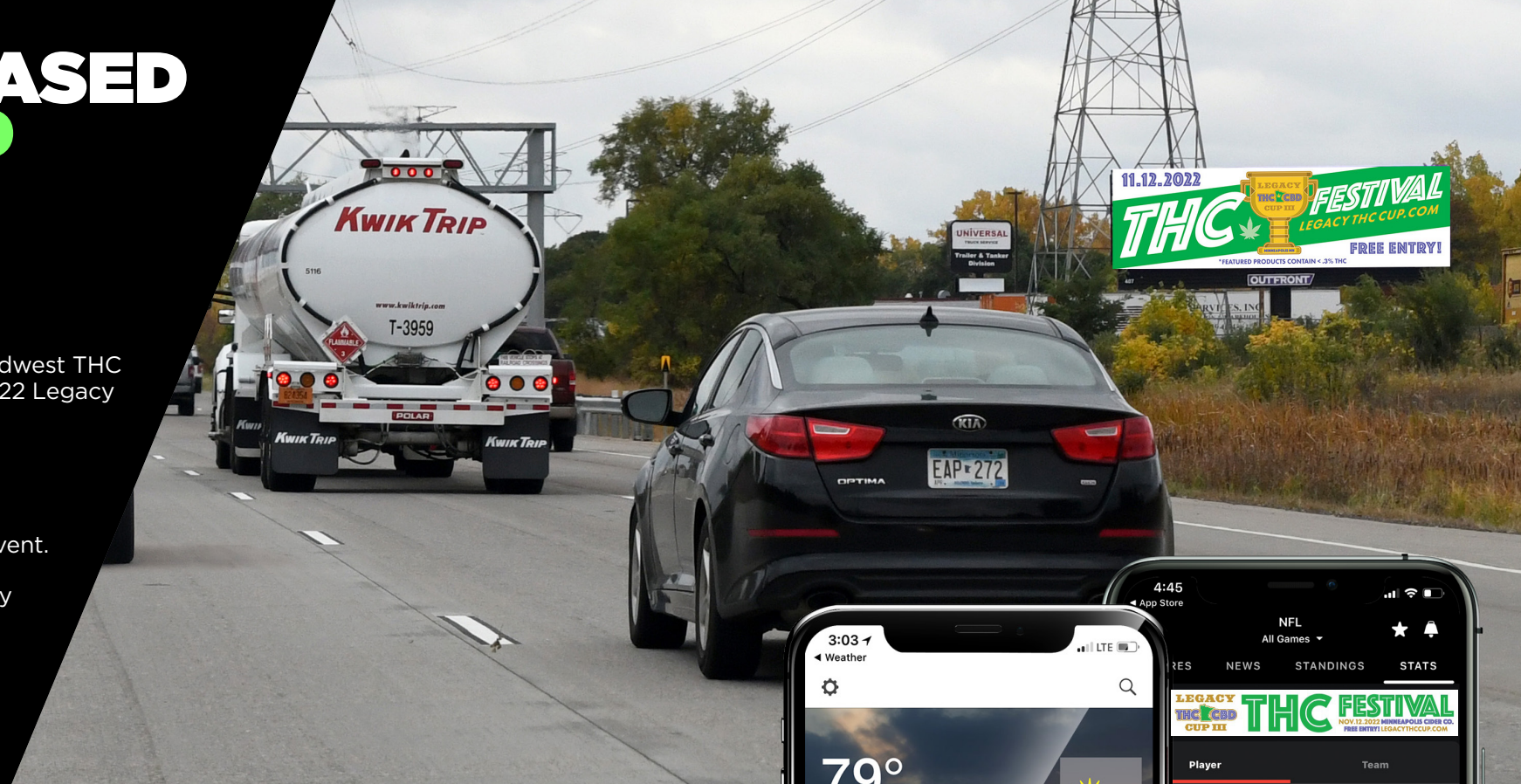
RESULTS:

The THC Festival saw over 6,000 attendees with a significant amount of attendance attributed to seeing the digital billboard messaging. This is a 1,100% increase compared to the attendance in 2021. The digital direct portion of this campaign delivered 1.1 M impressions prior to the event. The mobile campaign delivered 127,000 impressions and over 500 clicks. The total click through rate for this campaign was .40% which is 33% above the mobile benchmark. The best performing mobile zip codes were within a 3-mile radius of the event and mobile ads focused on high income audiences of \$150-\$200k which we saw a delivery of .94%, which is 200% over the mobile benchmark.

"The THC festival saw over 6,000 attendees which is an excellent amount for this event! Legacy Glassworks is extremely happy with the brand exposure both digital direct and OUTFRONT's mobile network provided during this campaign."

- JOSH WILKEN-SIMON, OWNER OF LEGACY GLASSWORKS

DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.



RESULTS

1.2M

TOTAL IMPRESSIONS

1,100%

ATTENDANCE INCREASE
COMPARED TO 2021 FESTIVAL

500

CLICKS GENERATED

.40%

TOTAL MOBILE CLICK
THROUGH RATE

.94%

MOBILE CLICK THROUGH RATE
FOR THE TARGET AUDIENCE
OF HHI \$150-\$200K

LEGACY
glassworks

