

WE INCREASED NEW CLIENTS AND WEBSITE ACTIVITY FOR PREVENTIVE MEASURES

Preventive Measures is a mental health service rooted in the DC community mainly servicing people through the Department of Health. They wanted to expand their customer base and reach a new target audience of higher income, self-pay or private pay market. They used OOH to build brand awareness amongst this new target audience.

STRATEGY & TACTICS

- **Strategically Placed:** DC Targeted King-Size bus media was used to build general awareness in DC and Digital Liveboards in the Metrorail paired with Mobile Geofencing hyper-targeted zip codes important to the client.
- **Creative Excellence:** Campaign messaging was built around the #itsOK tagline. The concept was meant to remind individuals that are usually the caretakers that it's OK not to be OK and to get help yourself, too.
- **Campaign Success:** "Preventive Measures is extremely proud of this campaign and the opportunity to speak to mental health needs in a way that feels new and fresh, but challenging at the same time. As a result, we've begun the process of building out a whole self-pay segment of our business. We're grateful for the opportunity to have partnered with OUTFRONT, who has been exceptional throughout the entire process."



RESULTS

27

NEW CLIENTS ON BOARDED DURING CAMPAIGN

37%

INCREASE IN AVERAGE SESSION DURATION

59%

INCREASE IN WEBSITE SESSIONS

55.95%

BOUNCE RATE - LOWEST PERCENTAGE TO DATE

94%

INCREASE IN WEBSITE PAGE VIEWS



PREVENTIVE MEASURES

DISCLAIMER: OF COURSE, THE RESULTS 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.