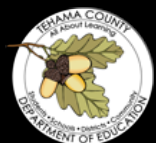


# WE SAW A 230% LIFT ABOVE THE MOBILE CTR BENCHMARK FOR TEHAMA COUNTY DEPARTMENT OF EDUCATION

The Tehama County Department of Education provides a world-class education for all students from early childhood to adulthood. OOH enabled them to generate awareness about drug use and scientific facts to students and young adults. The goal sought to provide exposure of drug use and abuse to high impact audiences while driving traffic to their informative website.

## STRATEGY & TACTICS

- **Strategic Placement:** To promote their mission statement & informational resources, the Tehama County Department of Education utilized posters that were strategically placed in neighborhoods within a 10 mile radius of their county headquarters.
- **Mobile Targeting:** The Tehama County Department of Education utilized mobile proximity targeting by setting two strategic 10-mile radiuses around their clinic location. They reached both their demographic & location-based target audiences with a purposeful mobile strategy, generating awareness to local young adults.



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.



## RESULTS

93,782

MOBILE IMPRESSIONS DELIVERED

.99%

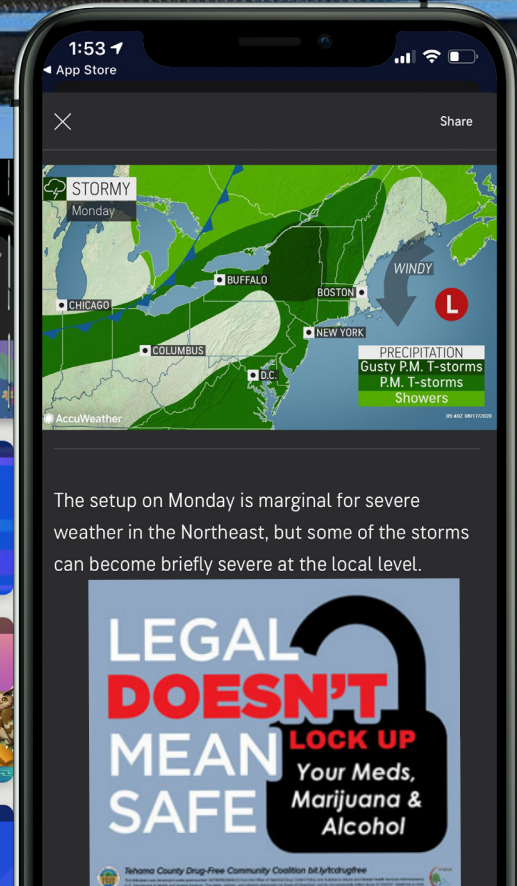
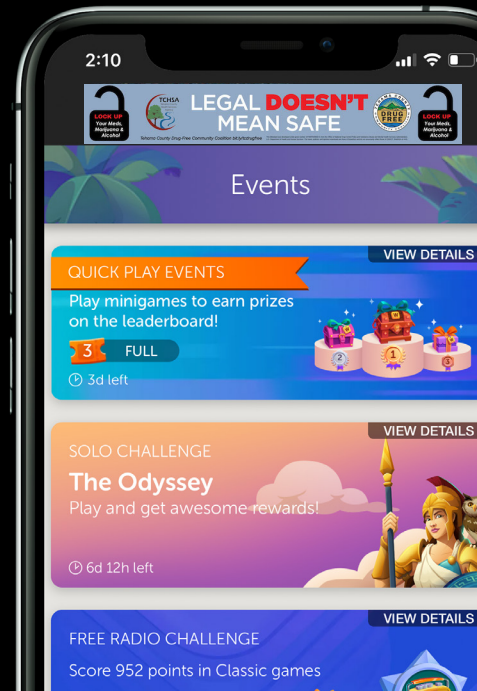
CLICK THROUGH RATE

933

CLICKS

230%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK



The setup on Monday is marginal for severe weather in the Northeast, but some of the storms can become briefly severe at the local level.

OUTFRONT