

# WE INCREASED FOOT TRAFFIC FOR THE HERBALIST.

The retail cannabis store faced challenges in distinguishing itself from other competitors in the vicinity. Their messaging failed to connect with the local community, and their efforts were ineffective in boosting foot traffic.

## STRATEGY & TACTICS

- **Objective:** Following the discovery call, the goal was to address the neighboring communities. We meticulously chose posters to circulate in Dearborn and Dearborn Heights, ensuring they were within a 5-mile radius.

**Strategy:** We gathered posters intended to act as clear directional markers within a five-minute drive. We also identified some solid units that weren't as efficient as directional indicators, so we incorporated estimated travel times using Google Maps. Collaborating with creative, we developed a striking design guaranteed to grab attention.

- **Client Success:** “ The deployment of these strategically placed posters in mid-April with eye-catching visuals that truly stood out resulted in a remarkable 20% increase in foot traffic to our store. Their expertise and innovative approach made a significant impact, and we look forward to continued success with their strategies.” - Cynthia Yeung, Creative Director, Thirty Madison



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

20%

INCREASE IN FOOT TRAFFIC



OUTFRONT