

WE SAW A 70% LIFT ABOVE THE MOBILE BENCHMARK FOR “THE REP”

Often referred to as “The Rep,” the St. Louis Repertory Theater is the St. Louis region’s most honored live professional theatre company. The Rep’s objective was to increase brand awareness, boost ticket sales, and create a more engaged audience utilizing static bulletins and mobile advertising.

STRATEGY & TACTICS

- **Strategically Placed:** The Rep’s plan was to reach out to a larger demographic and spread awareness of their brand beyond the boundaries of their regular market. To do this, they placed static bulletins on major highways throughout St. Louis, which allowed them to grab multiple audiences in the region.
- **Proximity Targeting:** Mobile ads were pushed as an interactive secondary touchpoint to target theater goers, visitors of Forest Park, the Fox, and Powell Symphony Hall attendees.

RESULTS

The Rep Campaign has seen a year over year steady increase in theatre goers thanks to OUTFRONT’S “suite” of products. According to Google Analytics, (run by The Rep), the mobile campaign brought in the newest attendees along with the fourth highest theater sessions to date compared to all other forms of media. The campaign results provided 2.7K sessions with 2.2K new users.



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.

OUTFRONT

RESULTS

2M+
IMPRESSIONS

.51
CTR

70%
ABOVE BENCHMARK

