

# WE SAW A 175% LIFT ABOVE THE MOBILE SAR BENCHMARK FOR VAIUSO FARMS

Vaiuso Farms is a family-owned & operated greenhouse in Branford, CT, that has been continuously operating since 1927. They offer various seasonal selections throughout the year, providing only the freshest & most-relevant products. At the front-end of Spring, Vaiuso Farms combined their longstanding OOH campaign with mobile ads to increase local reach at a crucial time of year for them.

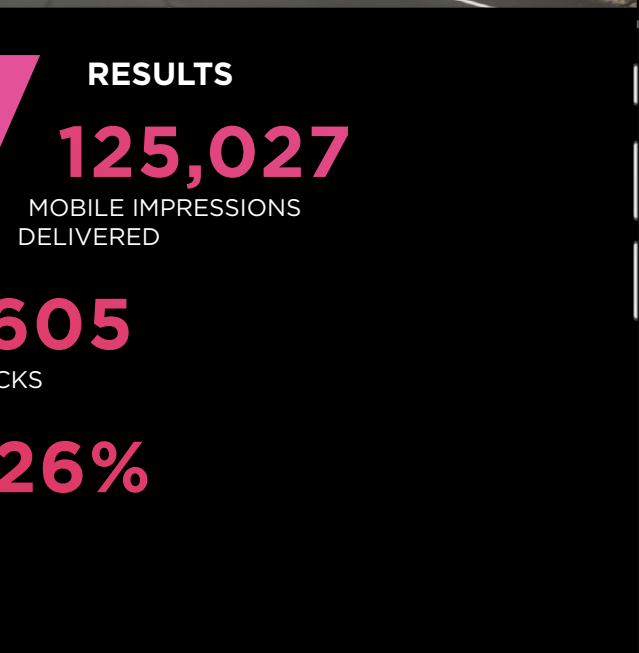
## STRATEGY & TACTICS

- **Strategically Placed:** Branford, in the heart of Connecticut's Shoreline community & home to Vaiuso Farms has a few main roads that flow through multiple towns. Bulletins on these roadways provide opportunity to reach people as they move about local neighborhoods.
- **Mobile Strategy:** Starting in the first week of May at the height of Mother's Day gifting & Spring culture, the mobile campaign focused on Branford's zip codes, reaching relevant audiences from surrounding communities traveling to or through the area as well.
- **Creative Excellence:** Mobile creative prominently featured Vaiuso Farm's logo, while maintaining a warm floral texture and reminding Branford & it's neighbors that Vaiuso Farms is open to the public.



SOURCE: VAIUSOFARMS.COM

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.



## RESULTS

125,027

MOBILE IMPRESSIONS DELIVERED

605

CLICKS

8.26%

SAR

OUTFRONT