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Outdoor Advertising
Case Study


Billboards Australia

Don Smallgoods .

Shopalites – Case Study

Outdoor Media
Insight.



74%
of consumers
see Billboards
Everyday



Outdoor
Media
is the biggest
driver of web
traffic for young
people



Billboards Australia

Campaign: Don Smallgoods – Salami

Agency: Mitchell & Partners

Year: 2012

Source: oOh!

Objective: Reinforce brand awareness and preference for Salami among target audience

Audience: MGBs w/kids 6-17yo

Strategy: Impact shoppers within the retail environment within real retail proximity to influence the purchase funnel

Results:

- Post campaign, 38% of consumers recall seeing the Don advertisement within the retail environment, making targeted retail media the second most recalled channel
- The Don advertisement was successful at positively conveying 'Don has reduced fat Salami that has 50% less fat', with nearly 80% of consumers, post campaign
- Post campaign, ShopaLite activity increased consumer purchase intent of Don Salami to 73% (an increase of 24% from pre campaign)



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e sales@billboardsaustralia.com.au www.billboardsaustralia.com.au

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Outdoor Calendar 2015

JANUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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FEBRUARY

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APRIL

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MAY

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JUNE

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NOVEMBER

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SEPTEMBER

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21	22	23	24	25	26	27
28	29	30	31			



■ Billboard posting date

Printed creative to be received one week prior to booking start date.
 Campaign instructions, including approved artwork required three weeks before the booking media start date.
 All media bookings start on Mondays

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