

Case Study: Outdoor Media Strategy for a Car Rental Business

Background: A local car rental business aimed to increase its customer base, enhance brand visibility, and boost bookings. The business sought a comprehensive outdoor media strategy to effectively reach potential customers and promote its range of rental vehicles.

Getting Started:

- 1 **Market Research and Analysis:** Conducted a thorough analysis of the local market, identifying key demographics, travel hubs, and the competitive landscape.
- 2 **Strategic Planning:** Developed a multi-channel outdoor media strategy targeting high-traffic areas, airports, train stations, and business districts.
- 3 **Budget Allocation:** Efficiently allocated the budget across various outdoor media channels to maximize reach and impact.

Creative Development:

- 1 **Billboards:** Designed billboards showcasing the car rental business's range of vehicles, special offers, and a compelling tagline to attract attention.
- 2 **Taxi Tops:** Created illuminated taxi top ads promoting special deals and the benefits of renting from the business.
- 3 **Bus Shelters:** Produced attractive posters for bus shelters, featuring images of popular rental cars, customer testimonials, and promotional messages.
- 4 **Transit Ads (Buses):** Developed eye-catching graphics for bus wraps, displaying the business's top vehicles and special offers.
- 5 **Bus Stop Posters:** Placed posters at bus stops promoting exclusive deals, limited-time offers, and the business's contact information.
- 6 **POS Displays:** Designed point-of-sale displays within the car rental office, featuring information about rental packages, seasonal specials, and customer testimonials.
- 7 **Vehicle Wraps:** Wrapped delivery and rental vehicles with the business's branding and promotional messages, turning them into moving advertisements.
- 8 **Aerial Advertisements:** Executed aerial advertisements during local events and community gatherings, featuring banners with the business's logo and contact information.

Execution:

- 1 **Billboards:** Strategically placed billboards along busy highways and near airports, train stations, and popular travel hubs to maximize exposure.
- 2 **Taxi Tops:** Partnered with local taxi companies to display ads on top of taxis circulating in high-traffic areas and travel hubs.
- 3 **Bus Shelters:** Secured advertising space at bus shelters near shopping districts, office complexes, and transportation hubs.

- 4 **Transit Ads (Buses):** Coordinated with the city's transit authority to wrap multiple buses on routes passing through commercial and residential neighborhoods.
- 5 **Bus Stop Posters:** Deployed posters at bus stops located in areas with high pedestrian traffic, such as near airports, train stations, and malls.
- 6 **POS Displays:** Installed displays in the car rental office and in partner businesses, such as local hotels and travel agencies, to attract potential customers.
- 7 **Vehicle Wraps:** Ensured wrapped vehicles were on the road during peak hours and parked in visible locations when not in use.
- 8 **Aerial Advertisements:** Scheduled aerial ads during weekends and local events to capture large crowds' attention.

Ongoing Management:

- 1 **Performance Tracking:** Monitored the performance of each advertising channel using metrics such as inquiries, rental bookings, and client acquisition data.
- 2 **Campaign Adjustments:** Made data-driven adjustments to the campaign, reallocating resources to the most effective channels and refining creative content based on audience response.
- 3 **Community Engagement:** Engaged with the local community through partnerships with nearby businesses and participation in local events, enhancing the car rental business's visibility and reputation.
- 4 **Continuous Optimization:** Conducted regular reviews of the campaign's performance and implemented continuous improvements to sustain and boost client engagement.

Results:

- 1 **Increased Customer Base:** The comprehensive outdoor media strategy successfully attracted new clients, resulting in a 50% increase in rental inquiries and bookings within the first three months.
- 2 **Revenue Growth:** The car rental business experienced a 45% boost in revenue, driven by the influx of new clients and increased demand for rental vehicles.
- 3 **Brand Awareness:** The strategic placement of ads across multiple channels significantly enhanced brand awareness and established the business as a trusted provider of rental vehicles.
- 4 **Client Engagement:** The creative and engaging advertisements resonated with the target audience, fostering a sense of reliability and convenience among potential clients.

Conclusion: The outdoor media strategy effectively leveraged various advertising points of interest to drive client acquisition and revenue growth for the car rental business. By targeting high-traffic areas and utilizing a mix of creative and strategic

approaches, the campaign successfully enhanced visibility, attracted new clients, and boosted overall business performance.