

## Case Study: Outdoor Media Strategy for a Car Wash Business

**Background:** A local car wash business aimed to increase its customer base, enhance brand visibility, and boost sales. The business sought a comprehensive outdoor media strategy to effectively reach potential customers and promote its services.

### Getting Started:

- 1 **Market Research and Analysis:** Conducted a thorough analysis of the local market, identifying key demographics, high-traffic areas, and competitive landscape.
- 2 **Strategic Planning:** Developed a multi-channel outdoor media strategy targeting high-traffic areas and popular commuting routes frequented by the target audience.
- 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 wash's services, pricing, and a compelling tagline to attract attention.
- 2 **Taxi Tops:** Created illuminated taxi top ads promoting special deals and the benefits of a clean car.
- 3 **Bus Shelters:** Produced attractive posters for bus shelters, featuring testimonials from satisfied customers and promotional messages.
- 4 **Transit Ads (Buses):** Developed eye-catching graphics for bus wraps, displaying the car wash's top services and discounts.
- 5 **Bus Stop Posters:** Placed posters at bus stops promoting exclusive deals, limited-time offers, and the car wash's services.
- 6 **POS Displays:** Designed point-of-sale displays within the car wash, featuring information about service packages and special discounts.
- 7 **Vehicle Wraps:** Wrapped company vehicles with the car wash'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 car wash's logo and contact information.

### Execution:

- 1 **Billboards:** Strategically placed billboards along busy highways and near shopping centers to maximize exposure.
- 2 **Taxi Tops:** Partnered with local taxi companies to display ads on top of taxis circulating in high-traffic areas and residential zones.
- 3 **Bus Shelters:** Secured advertising space at bus shelters near shopping districts, office complexes, and residential areas.
- 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 schools, parks, and malls.
- 6 **POS Displays:** Installed displays in the car wash's office and in partner businesses, such as local gas stations, 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, visits to the car wash, and sales 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 wash's visibility and reputation.
- 4 **Continuous Optimization:** Conducted regular reviews of the campaign's performance and implemented continuous improvements to sustain and boost customer engagement.

### Results:

- 1 **Increased Customer Base:** The comprehensive outdoor media strategy successfully attracted new customers, resulting in a 35% increase in visits and inquiries within the first three months.
- 2 **Revenue Growth:** The car wash business experienced a 30% boost in revenue, driven by the influx of new customers and increased demand for regular cleaning services.
- 3 **Brand Awareness:** The strategic placement of ads across multiple channels significantly enhanced brand awareness and established the car wash as a trusted provider of quality cleaning services.
- 4 **Customer Engagement:** The creative and engaging advertisements resonated with the target audience, fostering a sense of reliability and trust among potential clients.

**Conclusion:** The outdoor media strategy effectively leveraged various advertising points of interest to drive customer acquisition and revenue growth for the car wash business. By targeting high-traffic areas and utilizing a mix of creative and strategic approaches, the campaign successfully enhanced visibility, attracted new customers,

and boosted overall business performance.