

BounceCurl.com

Background

Bounce Curl wanted to drive awareness of the product line into many large DMAs, but only had a limited budget of \$150K to accomplish that goal. Bounce Curl has a direct-to-consumer website to sell its products and drive.

Objective

The objective was to increase brand awareness on a national scale for Bounce Curl hair products and drive new users to visit their DTC website and purchase products online. Research determined that Black and Hispanic women 35+ were the most likely to consider and purchase Bounce Curl, and it was determined that the best way to reach this demographic was to target Digital OOH in the areas that this group lived and traveled. Another media goal was to target this demographic while they were actively involved in the process of taking care of their hair at beauty salons and hair care facilities.

Strategy

To maximize the budget, Bounce Curl programmatically activated prime DOOH billboard assets that reached an audience of historical curly hair product purchasers and had a high index with Bounce Curl's target demographic. This target audience was put into national zip code buckets that allowed the DOOH programmatic system to focus delivery to these areas during a time and place to maximize impressions and reach their target demographic.

Before the campaign, a brand study was deployed to evaluate the impact of the ad campaign on consumer perceptions and measures against Key Performance Indicators.

Mobile advertising was used to re-target consumers exposed to the DOOH campaign directly on their mobile devices through geofencing the DOOH displays, to beauty salons, and hair care facilities deliver mobile ads to consumers in those areas. The mobile campaign also targeted Black and Hispanic women and used a patent technique to send more impressions to areas with higher engagement.

Bounce Curl also utilized an outside creative team to help maximize the creative potential for both DOOH and Mobile. They simplified the Bounce Curl message into multiple creative executions to help expand the message and make it memorable. They also incorporated dynamic visuals to help drive new customers to their DTC website.



Plan Details

Market: New York, Los Angeles, Chicago, Miami, Phoenix, Houston and Philadelphia

Flight Dates: Q4 2020–Q1 2021

OOH Format: Programmatic Digital OOH

Additional Media Formats Used: Mobile

Target Audience: Black and Hispanic Women Age 35+

Budget: \$150,000

Additional Metrics

DOOH - 9,001,001 Total Impressions, 69 Total DOOH Units, 215,162 Total Spots. MOBILE - 1,859,285 impressions, 2,146 CLICKS, 3.26% SAR

Results

The overall campaign achieved incremental lift across all metrics of awareness, consideration, and purchase intent for Bounce Curl with the desired audience. Female consumers aged 35+ were the most aware of, likely to consider, and likely to purchase Bounce Curl. Since mid-campaign, all income groups expressed consideration and purchase intent at levels above the control rate. AD IMPACT SURVEY RESULTS: +47% lift in awareness, +21% lift in consideration, +18% Lift in purchase intent, +5% lift in recommendations. ONLINE RESULTS (Year Over Year) +20% Direct traffic, +28% Online store sessions. MOBILE NETWORK RESULTS in +7.3% Above the normal benchmark of 3%.

