

Facebook Company, Facebook

Background

The economic impact of the COVID-19 pandemic is unprecedented. Among the hardest hit are small businesses. Despite the odds, these business owners have remained optimistic and resilient. They've innovated and reinvented themselves with hopes to reignite consumer demand, which is among their biggest challenges in reopening & staying open.

However, consumers had a false perception that these small and medium-sized businesses (SMBs) will assuredly come back or that individual consumer actions don't matter. So while many consumers claim to care about SMBs, not all are actually prioritizing small, independently-owned businesses, which indicated an opportunity to translate latent consumer goodwill into action.

As part of a larger campaign to inspire and mobilize public support for SMBs, Facebook participated in the "Power the Comeback" activation. Through this initiative, Facebook highlighted small businesses and fueled the path to purchase.

Objective

The overarching goal of the campaign was to Inspire and mobilize public support for SMBs by:

- Emphasizing at scale the significance of the personal impact these businesses have in their community.
- Highlighting SMBs across the nation that are pivoting/reinventing to stay open during these trying times and continue to serve their communities.
- Creating awareness and education around all the ways people can get and offer support through our platforms.

Strategy

The OOH plan consisted of formats bought both traditionally and programmatically to allow for flexibility during this uncertain time. Facebook focused on a unique idea to showcase small businesses on their digital formats near the businesses themselves. The local business' names and addresses were featured in a consistent creative template. In addition, window posters in the front windows of businesses were used to showcase to the community their support. Those businesses were featured on the DOOH on the screens as well. The creative also had a few "hero" businesses in each city that were used in the programmatic piece of this plan.



Plan Details

Market: Transit: New York, Chicago, Los Angeles, Washington DC, San Francisco, Atlanta

Flight Dates: August 17th, 2020–September 13th 2020

OOH Format: Street furniture, including digital urban panels, Kiosks, Window Posters, Digital Transit Shelters, Digital Newstands, Programmatic OOH

Additional Media Formats Used: TV, Social, Audio, Partnerships, Search

Target Audience: General population and existing small business supporters

Budget: \$2,500,000

Audience Metrics

Target Audience TRPs: N/A

Target Audience Reach: Average reach ranged from 63% to 84%

Target Audience Frequency: N/A

Additional Audience Metrics: Facebook ran a cross channel study with Lucid. OOH showed positive lift for super aided recall, +17.4pp ±18.0. OOH was also showed positive lift in increasing small business urgency among its audience, +21.3pp ±18.8. When exposed to OOH in addition to TV and digital there was a +15pp incremental lift in ad awareness compared to those only exposed to TV and digital alone.

Results

Over 200 small businesses participated in the “Power the Comeback” portion of this campaign. Dozens of those small businesses took the opportunity to share their ads on social media.