



Drivers are on the move

Outdoor hoardings help to reach out to people on the move

Digital Outdoor screens with moving images grabs attention

Choosing location with high slow moving vehicle traffic gets more eyeballs



CASE STUDY

DOOH

Helping cab hailing companies reach out to drivers with DOOH

Cab hailing companies like UBER and OLA are on the lookout for drivers to join them. They want to reach out to drivers and enroll them to drive for their companies.

Lemma Technologies ran a study of how advertisements on Outdoor Digital screens can be leveraged to reach out to drivers.

**LEMMA
TECHNOLOGIES**

Pune

www.lemmatechnologies.com

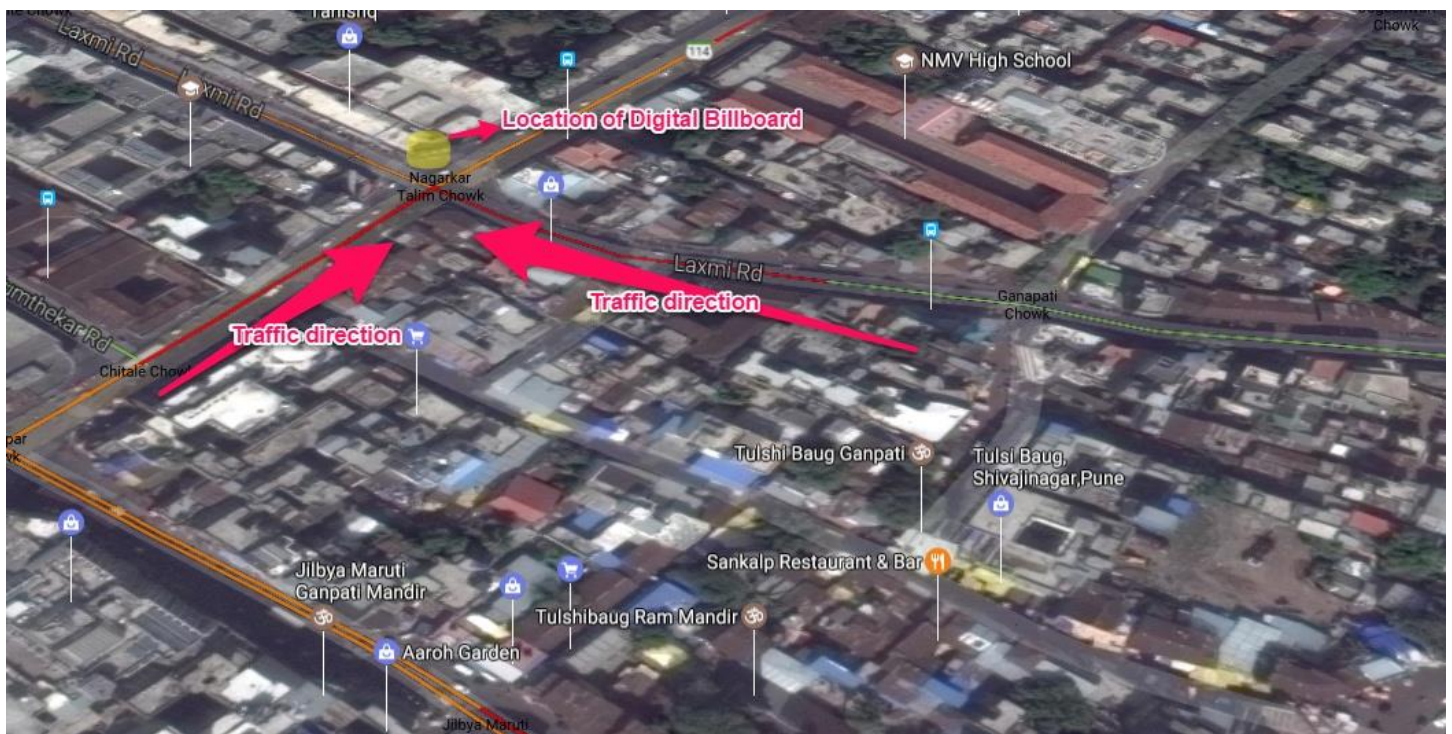
Methodology

The important criteria for an outdoor advertisement are

- Location
- Messaging

Location

The location chosen was Laxmi road, one of the busy roads in Pune.



The screen used was a 10 feet x 10 feet LED display. The screen is located at an intersection and visible to vehicles and pedestrians on Laxmi road.

The average number of people travelling daily on this road is around 50,000.

The creative was shown 150 times per day, in rotation with 7 other creatives for various advertisements. The creative was shown for a total of 600 times during 4 days of the study duration.

Messaging

The message was deliberately kept simple and in the local language, Marathi.



Slide 1



Slide 2



Slide 3



Slide 4

1. Do you want to be a businessman
2. Do you want to earn Rs. 60,000 per month
3. Do you have a license to drive
4. Please contact on the below number for more information

Results

Lemma received a total of 65 calls on the given number during the 4 days. Out of these 65 calls, 5 turned out to be irrelevant for our purposes. The other 60 people were interested in getting further information and enrolling.

Stats

Impressions

- 600

Expenditure

- Rs. 5 per impression
Rs. 3000 Total

Conversions

- 60

Cost per conversion

- Rs. 50

Outcome

This study showed that a campaign using a simple message, shown at a busy location, can yield good ROI for the advertiser.

In this case the cost of reaching out to potential drivers is around Rs. 50 per lead.

This kind of campaign can be run on multiple digital displays at all important junctions in the city to increase the reach of the campaign.