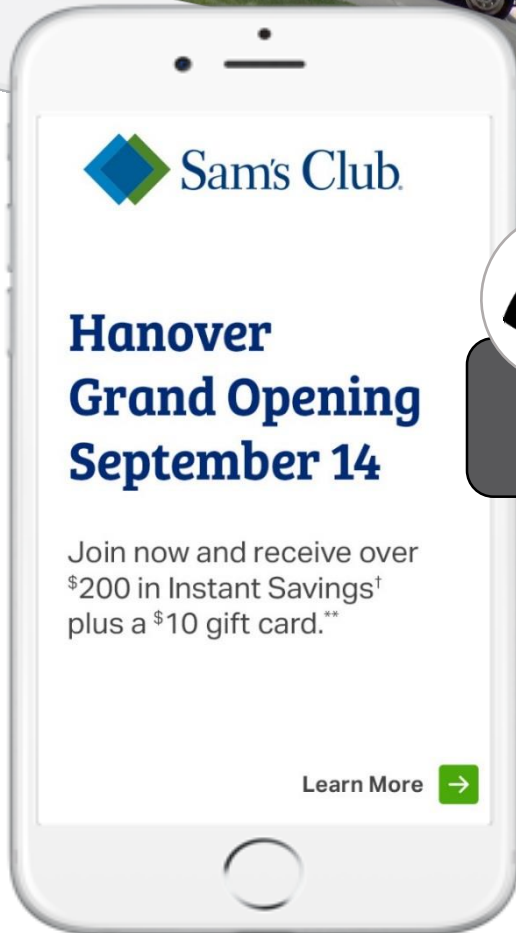




## GRAND OPENING

When Sam's Club rolled into Hanover, PA, they wanted to drive memberships and traffic to their newest store location. During the course of a five-week, 25-day campaign, a mobile billboard commanded attention along a strategic route targeting shoppers within a 10-mile radius of the new store address. In addition, we paired mobile display advertisements with the out-of-home media to amplify the reach and leverage multiple channels to raise awareness. We served a pre-grand opening creative followed by a post-grand opening creative, and we also did a vinyl change on the mobile billboard. Delivering ads to both prospects and members, along with a business savings audience, we were able to over-deliver estimated impressions by 12% and achieve a 1.07% CTR.



**801,809**  
Mobile Impressions



**8,591**  
Total Clicks



**1.07%**  
Click-Through-Rate

## ABOUT THE CLIENT



**Sam's Club**

Sam's West, Inc. is an American chain of membership-only retail warehouse clubs owned and operated by Walmart, founded in 1983 and named after Walmart founder Sam Walton.

do it outdoors media is the largest national mobile billboard and field marketing company.

doitoutdoors.com

