



MLB Opening Days

To activate their new Major League Baseball sponsorship, Supercuts used a combination of mobile billboards, brand ambassadors and mobile display advertising to generate excitement at Opening Day celebrations across 30 markets. In addition to geofencing, we beacon-retargeted those who were in close proximity to our mobile billboards. The beacon audience was the most engaged with a 27% greater CTR than the non-beacon audience.

15,000
Gift Cards
Distributed

24,000
Branded Koozies
Distributed

 Visit doitoutdoors.com/work/supercuts for more details!



2,332,848
Mobile Impressions



7,852
Total Clicks



0.34%
Click-Through-Rate

ABOUT THE CLIENT

SUPERCUTS

With more than 2,400 salons across the country, Supercuts offers consistent, quality haircuts at a moment's notice. As a division of Regis Corp., their stylists take pride in providing attention-to-detail. Plus, as a finishing touch to every Supercut™, they offer their Hot Towel Refresher® service.

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

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