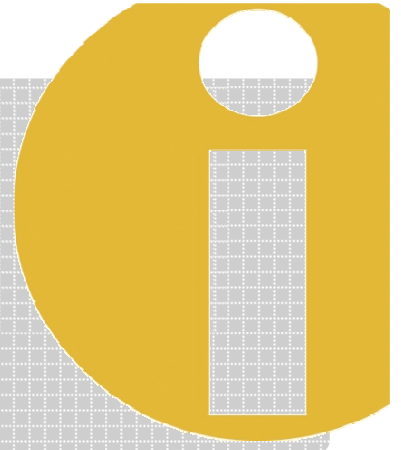


“THE OUTDOOR
CAMPAIGN PROVED
AN INTEGRAL PART
OF THE STRATEGY”



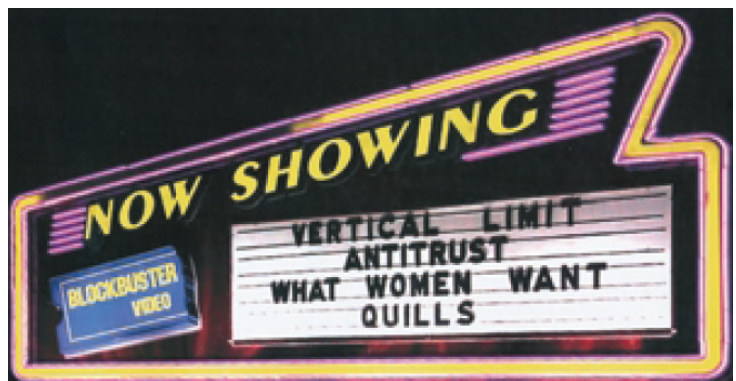
Blockbuster UK

OBJECTIVE :

Blockbusters objective was to generate awareness of the newest movie releases in order to motivate customers to visit Blockbuster Video stores and Develop a weekly campaign to deliver the new movie release messages and drive home the point that Blockbuster is where the latest movies can be found

BREAKDOWN :

The plan used a combination of 20 bus shelters and four 14 x 48 bulletins. The bus shelters were selected based on their proximity to Blockbuster stores, and the bulletins were positioned in high traffic areas to reach a large segment of the target market. Five bus shelters were added for a total of 25, and two rotaries were added to the four original bulletins used to launch the campaign.



OUTCOME :

Due to research conducted, they were able to construct a media strategy that consisted of a 52-week presence in the market with the ability to change messages on a weekly or bi-weekly basis.

The outdoor campaign proved an integral part of the strategy. Revenues during the first year of the campaign experienced the highest increases in five years.

In fact, the program was so successful; it was quickly implemented in other southern store markets including Knoxville, Shreveport and Huntsville, with Nashville as a future possibility. Five bus shelters were added for a total of 25, and two rotaries were added to the four original bulletins used to launch the campaign. Southern Stores felt the campaign was very effective and awareness of the outdoor campaign was very high.

