

SPOTONBETS

OOH CASE STUDY



Campaign objective: Call to action campaign aimed at driving:

1. Brand awareness
2. Drive website traffic and online registrations



Location: Gauteng; KwaZulu-Natal; Western Cape; Limpopo; Eastern Cape; Mpumalanga



Campaign Duration: 1 April 2022 – 31 March 2023 (11 Months)



OOH Formats: Multi-format approach of **56 Billboards**

- **39x** Classic (Bhamuza; Primelites; Spectacular Billboards)
- **17x** Digital (Freeway & Urban Digital Billboards)



Campaign saw an uplift in website traffic within two months of flighting:

69% growth in organic website traffic

76% increase in new website users

