



Goal

Utilize awareness messaging in OOH media in New York to drive traffic to the Saks location



Sample Size

Exposed = 122,094  
Control = 121,624



Results:



Visits to Saks Locations



Peak Visitation occurred on Thursdays and in the early afternoon (12PM)



Market

New York, NY



Flight

Fall 2018



Targeting

Saks Location



Media

70 OOH Street Furniture Placements