



# OOH ADVERTISING CAMPAIGN

FOR NEW STORE OPENING IN PORT CREDIT MISSISSAUGA

## GROUP MEMBERS:

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# AUDIENCE TARGETING

## DEMOGRAPHIC

**Age:** 26-50 years

**Average Household Income:** \$80,000

**Social status:** Mature Singles, Couples, Older Couples, Local Businesses

## BEHAVIOURAL

**Buying Patterns:** Regular and repeat customers of Longos who are quality-conscious.

Prefers online shopping

**Promotion Sensitivity:** People who respond to offers and deals

**Customer Loyalty:** Customers who are loyal to Longos due to its quality, freshness, and customer service

## GEOGRAPHIC

**Location:** Residents of Port Credit, Mississauga, and surrounding neighborhoods.

**Local Community:** Engaging with the local community through events, partnerships, and promotions to foster a sense of belonging and loyalty.

## PSYCHOGRAPHIC

**Attitudes:** Health-conscious and active individuals/families

**Values:** Consumers who prioritize quality over price, variety, and community engagement

**Hobbies:** Fishing, Cycling, Cooking

**Leisure time:** Going to parks, gardens, pubs

# PREFERRED OOH MEDIA

## **1. Billboards** (Lakeshore Road & Hurontario Street)

Port Credit, as a lakeside community, has a high volume of foot and vehicle traffic. Placing billboards along these routes ensures that Longo's store opening message reaches both residents and visitors. Billboard details that are visually appealing and easily digestible effectively catch attention during short commuting moments.

## **2. Bus/Cycle Stands** (Street Furniture)

Port Credit is known for its walkable streets and use of public transportation. Placing ads near bus and cycling stands promotes visibility among individuals who use public transportation and pedestrians exploring the neighborhood.

## **3. Vehicle Wraps** (Public taxis, trucks)

Leveraging mobile advertising through vehicle wraps increases exposure in regions where traditional static advertisements may not reach. In Port Credit's diverse neighborhood, this type of advertising effectively reaches a wide audience.

#### **4. Port Credit GO station and GO Train**

(Station premises, Exterior of GO trains, and posters inside the train)

Residents in Port Credit use GO Station as a hub for their daily commutes to and from work. Ads in and around the station, as well as on trains, effectively target this commuter audience, ensuring that Longo's store opening message reaches those who are likely to visit during their daily commute.

#### **5. Port Credit Memorial Arena**

The arena is a popular venue for community events that attract both families and individuals. Advertising here reflects Longo's family- and community-friendly values and reaches prospective customers who could be in the area for events or activities.

# VISUAL MOCKUPS



*Longo's*

**HELLO,  
PORT CREDIT!**



#FlavoursOnFire

Join Us For  
**OPEN GRILL COOKING CLASS**  
At Our New Location



**BUS STAND MOCKUP**

Longo's

# HELLO, PORT CREDIT!

#FlavoursOnFire



Join Us For OPEN GRILL  
COOKING CLASS At Our New Location



city outdoor

*Longos*

# HELLO, PORT CREDIT!

#FlavoursOnFire



Join Us For **OPEN GRILL**  
**COOKING CLASS** At Our New Location



# IDEA DESCRIPTION

Longos will be hosting an Open Grill Cooking Class to increase awareness about Longos new branch coming to Port Credit. It will be open to all but registration is required by scanning the QR Code displayed on the event poster.

The chef will guide people on how to perfectly grill their food utilizing ingredients that are easily available at Longo's.

**Location:** Jack Darling Park as it can accommodate a large audience and is very close to the Port Credit branch of Longos

**DIY Food Stations:** Where attendees can build their custom dishes using Longo's fresh and diverse selection.

**Grand Opening Discounts:** Provide exclusive discounts at the new Longos location for event attendees and offer special promotions for those who register for the cooking classes.

# IDEA - MESSAGE

**LONGOS IS COMING TO PORT CREDIT AND HOW!!!**

**🔥🍔 Open Grill Cooking Class at Jack Darling Park! 🍗🔥**

**📅** **Date:** 20th November, 2023 **🕒** **Time:** 11.30 am

**📍** **Location:** Jack Darling Park

Get ready for a sizzling experience at Longos' Open Grill Cooking Class! Join us at the picturesque Jack Darling Park for a FREE culinary adventure where we'll turn up the heat and explore the art of grill cooking.

## **🔥 What's on the Menu?**

Learn the basics of grill cooking | Master essential grilling techniques | Discover secret recipes for mouthwatering dishes

## **👤 Who Can Attend?**

Whether you're a seasoned grill master or a novice in the kitchen, everyone is welcome! Bring your family and friends for a fun-filled day of food, laughter, and culinary delight.

## **Highlights:**

Hands-on grilling experience | Expert tips and tricks | Delicious tastings of the dishes you create | Free recipes to take home

## **Why Attend?**

Enhance your grilling skills | Connect with fellow food enthusiasts | Enjoy a day outdoors at Jack Darling Park | Unleash your inner chef and savor the flavors of success!

## **Admission: Absolutely FREE!**

Secure your spot by registering through the QR code and get 10% off on your first purchase from Longos, Port Credit!

Don't miss this sizzling opportunity to turn up the flavor and grill like a pro.

Join us at Jack Darling Park for a day of culinary excitement with Longos! 🌞🔥

**#FlavorsonFire**

# ANATOMY OF OOH ADVERTISING



The "Open Grill" class is inclusive, welcoming all skill levels, enhancing accessibility, and broadening its appeal.



Encourage attendees to share culinary adventures with a designated event hashtag, allowing Longos to use user-generated content for future marketing.



Incorporating #FlavoursOnFire in OOH ads for visual appeal and a digital buzz, extending the reach and impact of Longo's campaign.



Registration via QR code at Longos will capture essential customer data—contact details and preferences—forming the basis for future personalized marketing and communication strategies.

# REFERENCES

- <https://www.thebusinesswomanmedia.com/ooh-advertising-strategy-who-what-when-where-how/>
- <https://www.longos.com/>
- <https://prizm.vironicsanalytics.com/>