

Native American Outdoor Campaign

1/1/18 – 4/1/18

PROJECT DESCRIPTION

Outdoor advertising was utilized to reach Native Americans while using Bus tails, Bus kings Bus Queens and bus interior cards.

PROJECT RESULTS

*(15) Bus tails, 12 weeks = 2,226,450 impressions
(12) Bus kings, 12 weeks = 6,352,720 impressions
(5) Bus queens, 12 weeks = 521,300 impressions
(80) Interior bus cards, 24 weeks = 3,245,630 impressions*

PROJECT COSTS

*(15) Bus tails, 12 weeks = \$12,150
(12) Bus kings, 12 weeks = \$21,420
(5) Bus queens, 12 weeks = \$7425
(80) Interior bus cards, 24 weeks = \$6000
Total = \$46995*

LESSONS LEARNED

The topic of depression, as it pertains disproportionately to the Native American population is a very important healthcare issue. Making the public, especially the Native American population of the Antelope Valley aware of the high incidence of depression, as well as the providing the phone number of the 24/7 Mental Health Helpline were the achieved goals of this media campaign, which generated a total of 12,346,100 impressions in 3 months. As an advertising medium, the buses provided a great platform, which captured the attention of motorists and pedestrians by being at eye-level and in motion.

RECOMMENDATIONS

Larger, brighter fonts are recommended for future campaigns.

OUTCOMES

A total of 12,346,100 impressions were delivered in a 3-month campaign. Advertising took place primarily in the following cities: Lancaster, Palmdale, Littlerock, Lake Los Angeles and unincorporated areas of Los Angeles County.