



### Goal

Utilize awareness messaging in OOH media in San Francisco to drive traffic to the Equinox locations



### Sample Size

Exposed = 17,891  
Control = 23,854



### Results:



Visits to Equinox Locations



Peak Visitation occurred on Thursdays and in the late afternoon/early evening (5PM)



### Market

San Francisco, CA



### Flight

January 2020



### Targeting

Equinox Locations



### Media

19 OOH Street Furniture Placements