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**STATEMENT OF WORK**

*For the 2022 MSBA Cohort’s Case Competition*

*Experience with*

**Hanesbrands Inc.**

**Digital OOH Test Recommendation**

**08/02/2022**

**Project Description**

Background:

Digital Out-of-Home (DOOH) advertising is one of the fastest growing channels of advertising today. DOOH adds a digital element to the tradition and well-known Out-of-Home (OOH) advertising, being billboards and other signage seen in public places, transportation routes, commercial spaces, etc. Unlike OOH ads, this up and coming channel of advertising allows for greater interaction with its audience through animations, changing images, and the ability to geo-target. With DOOH, brands are able to target specific audiences in specific areas, growing their customer base faster than ever. Currently, all of our media is national with no geo-targeting. Targeted media campaigns would allow HBI to be more efficient by investing media spend in the rights areas, to the right audiences. To expand into the DOOH media channel, HBI will be launching two DOOH advertising tests in 2023.

Objectives:

We will be launching two Digital OOH advertising campaign tests in 2023 for our existing Category A and Category B brands. The assignment is:

* Identify correlating factors (income, ethnicity, proximity to retail stores, etc.) to both Category A and Category B sales:
  + Identify the DMAs with top sales performance for Categories A and B
  + Identify DMAs with the most variation in sales between Census Block Groups for Categories A and B
* To recommend 2 markets (DMA) for testing for each Category (one will be used as a test market, one will be used as the control) that are as similar as possible in the following criteria areas:
  + Historic sales
  + Demographic parameters (total population, ethnicity mix, age distribution, income distribution)
  + Key channel location factors
* To recommend a description of a target population for each campaign based on historic sales for that population:
  + Who are our current consumers for Categories A and B?
  + Are there group(s) of the population that we are not reaching?

**Data Description**

Sales Dollars and Demographics by Census Block Group by Category by Channel

* Sales dollars for Category A and Category B by Channels 26, 41, 45, and 46 (Q4 ‘20 – Q3 ‘21)
* Census Block Group, Designated Market Area (DMA), county, state
* Channel count, Census Block Group distance to channel
* Demographic totals (gender, age, income, ethnicity)