

WE BROUGHT ATTENTION AND DONORS TO ACUMEN CHARITY ORGANIZATION

Acumen is a global charity organization changing the way the world tackles the issues of poverty. They wanted to raise money for a great cause by auctioning off NFT's. To get the most awareness for the auction they used a digital billboard in the heart of Times Square.

STRATEGY & TACTICS

- **Strategically Placed:** They used the New Cube in the middle of Times Square during NFT NYC week to get the most exposure for the campaign. Acumen teamed up with UNICEF India, Cercy Corps and the Health Finance Institute to bring these NFT's to life. A QR code was used to allow those viewing the billboard easy access to bid on each project.
- **Creative excellence:** The four NFT's were developed by the artist collective known as Wicked Craniums. Each one of the four represented one of the four gods of the elements: Air, Water, Fire and Earth.
- **Campaign success:** "Incredibly exciting to see the Wicked Craniums 'Fire God' displayed on a Times Square billboard" Jacqueline Novogratz, Founder and CEO of Acumen.org



SOURCE: ACUMEN.ORG, TWITTER 2021

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

\$35K+

DONATIONS RAISED FROM THE SALE OF THE NFT'S



OUTFRONT