

WE SAW A 36% LIFT IN THE MOBILE ALONE SAR BENCHMARK FOR ARENA STAGE

Arena Stage is a theater in Washington DC that wanted to raise awareness for their Broadway show Disney Newsies. OOH and mobile was added to their media mix to generate buzz and drive ticket sales.

STRATEGY & TACTICS

- **Strategically Placed:** Arena Stage used a mix of rail media in trains and in stations showcasing the details of their Disney Newsies show. They utilized the flexibility of digital OOH for contextually relevant messaging. The first creative rollout read coming soon and the second creative rollout read now playing.
- **Proximity Targeting:** We targeted specific locations to geofence and reach the target audience on their mobile device again after seeing the OOH ad.
- **Dynamic Landing Page:** The landing page included branding, contact information, directions and a direct link to purchase tickets.



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).



OUTFRONT

RESULTS

36%

LIFT IN SAR

312,000

IMPRESSIONS

399

TRACKED VISITS

