

WE DROVE VISITORS TO CLYDE'S RESTAURANT WEBSITE DURING THE NATIONAL'S WORLD SERIES RUN

Clyde's Restaurant is a traditional DC staple but with many new neighborhoods and restaurants in the city, Clyde's is focused on retaining existing customers and attracting new ones by playing up its DC legacy. They used OOH to connect with foodies across the district.

STRATEGY & TACTICS

- **Contextually Relevant:** Clyde's capitalized on digital advertising while the Nationals were in the fight to win the World Series. Their timely creative supported the baseball team and connected with local fans across the city.
- **Strategically Placed:** Digital OOH was placed in the Navy Yard metro station to reach Washington Nationals Fans on their way to the stadium.
- **IRL to URL:** The outdoor advertising campaign caused viewers to visit Clyde's website and their social channels.



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 AC-



OUTFRONT

RESULTS

21.2%

INCREASE IN WEBSITE SESSIONS

20.7%

INCREASE IN NEW WEBSITE USERS

452%

INCREASE IN FACEBOOK PAGE VIEWS