

DOM PERIGNON X LADY GAGA



CALL
YOUR
MUM

5G
verizon

HOOTERS
SUBWAY
SBARRO
NEW YORK PIZZA

HOOTERS

Seventh Ave
Fashion Ave

West 34th St



In spring 2021, luxury champagne brand Dom Perignon and superstar Lady Gaga released an out of home campaign in both NYC and Los Angeles for their champagne collaboration.

This campaign exploded in positive reactions on both Instagram and Twitter.

Dom Perignon
LADY GAGA



PLEASE DRINK RESPONSIBLY

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OUTFRONT / PRIME

HOOTERS

HOOTERS

OUTFRONT / PRIME

West 33rd St

er!
1/13 (GAC)

McDonald's

ant black-ish &
red-ish &
grown-ish &
more?

IRL TO URL

1.3M+

potential people
reached on Instagram

484K+

total reach and spread
on Twitter

SOURCE: Instagram, Twitter, NUVI, 2021.

