

MORGAN & MORGAN



To spotlight University of Kentucky basketball players, law firm Morgan & Morgan launched an out of home campaign in Times Square.





IRL TO URL

130K+

people potentially reached on Instagram

54.5K+

people potentially reached on Twitter

SOURCE: INSTAGRAM, TWITTER, 2021.





“Few advertising opportunities provide as much of an impact as the digital displays in Times Square. The players were not informed in advance of the promotion and the surprise reveal was priceless. Their images on a multi-million dollar screen coupled with their first visit to New York City delivered our desired goals, with bravado!”

-Morgan & Morgan