

SMEGMARS



**FROM OUT OF THIS WORLD
TO OUT OF HOME:**

Smegmars, a “community-driven tokenomics created to end testicular cancer,” launched an out of home campaign throughout NYC that caused a stir, from the IRL to the URL.

OUTFRONT

SMEGMARS

**THE JOURNEY TO MARS
HAS JUST BEGUN**

WWW.SMEGMARS.SPACE

QR CODE

5 Av-
Bryant
Park

To T
34 S



IRL TO URL

995K+

people the campaign spread to on Twitter

806K+

potential people reached on Twitter

21.1K+

potential people reached on Instagram

