

SUPREME X MTA

8148



Video surveillance cameras may be in use.
Assaulting MTA New York City Transit personnel is a misdemeanor punishable by up to 1 year in prison.

Supreme teamed up with the MTA to wrap the L train line in the brand's infamous logo. The bright red subway car turned millions of New Yorkers' heads and everyone took to social media to post the infamous brand's campaign.



IRL TO URL

2.2B+

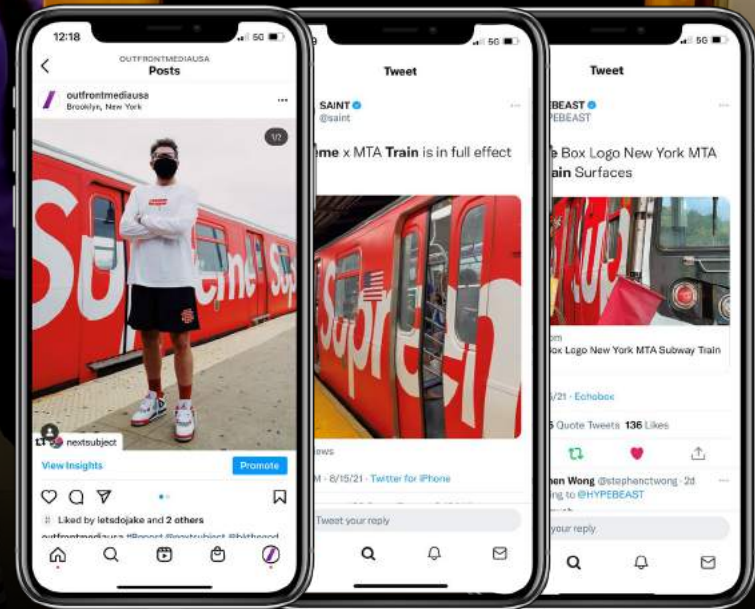
people potentially reached on Twitter

1.5B+

additional people the campaign spread to

27.1M+

people potentially reached on Instagram



UNION SQUARE L
TO BROOKLYN



12:18

OUTFRONTMEDIAUSA
Posts

outfrontmediausa
Brooklyn, New York



posts subject
View Insights

Liked by letedjake and 2 others

Twitter for iPhone

Tweet

SAINT
@saint

Time x MTA Train is in full effect



Quote Tweets 136 Likes

Twitter for iPhone

Tweet

HYPEBEAST

Box Logo New York MTA Subway Train Surfaces



Quote Tweets 136 Likes

Twitter for iPhone