

WE DROVE OVER 150K IMPRESSIONS FOR THE CHAMBER MUSIC SOCIETY

The Chamber Music Society of Lincoln Center is a prominent organization dedicated to showcasing music in New York City. The Chamber Music Society turned to OUTFRONT for an out of home and mobile strategy to reach people near the Lincoln Center.

STRATEGY & TACTICS

- **Strategically Placed:** The Chamber Music Society utilized Liveboards to target consumers in close proximity to the Lincoln Center.
- **Proximity Targeting:** We geofenced a half mile around the Lincoln Center to reach New Yorkers and tourists on their mobile devices after being primed by the OOH ads first. The banner ads linked directly to their website driving web visitation, awareness of upcoming events, donations, and ticket sales.
- **Creative Excellence:** They took over the small and large banner advertisements that enable audiences to be linked directly to their website. The banner brought to life the music as musicians were showcased in action playing the cello, violin, and flute.

RESULTS

896%

ABOVE CTR BENCHMARK

150,062

IMPRESSIONS

4,492

CLICKS



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 ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

