

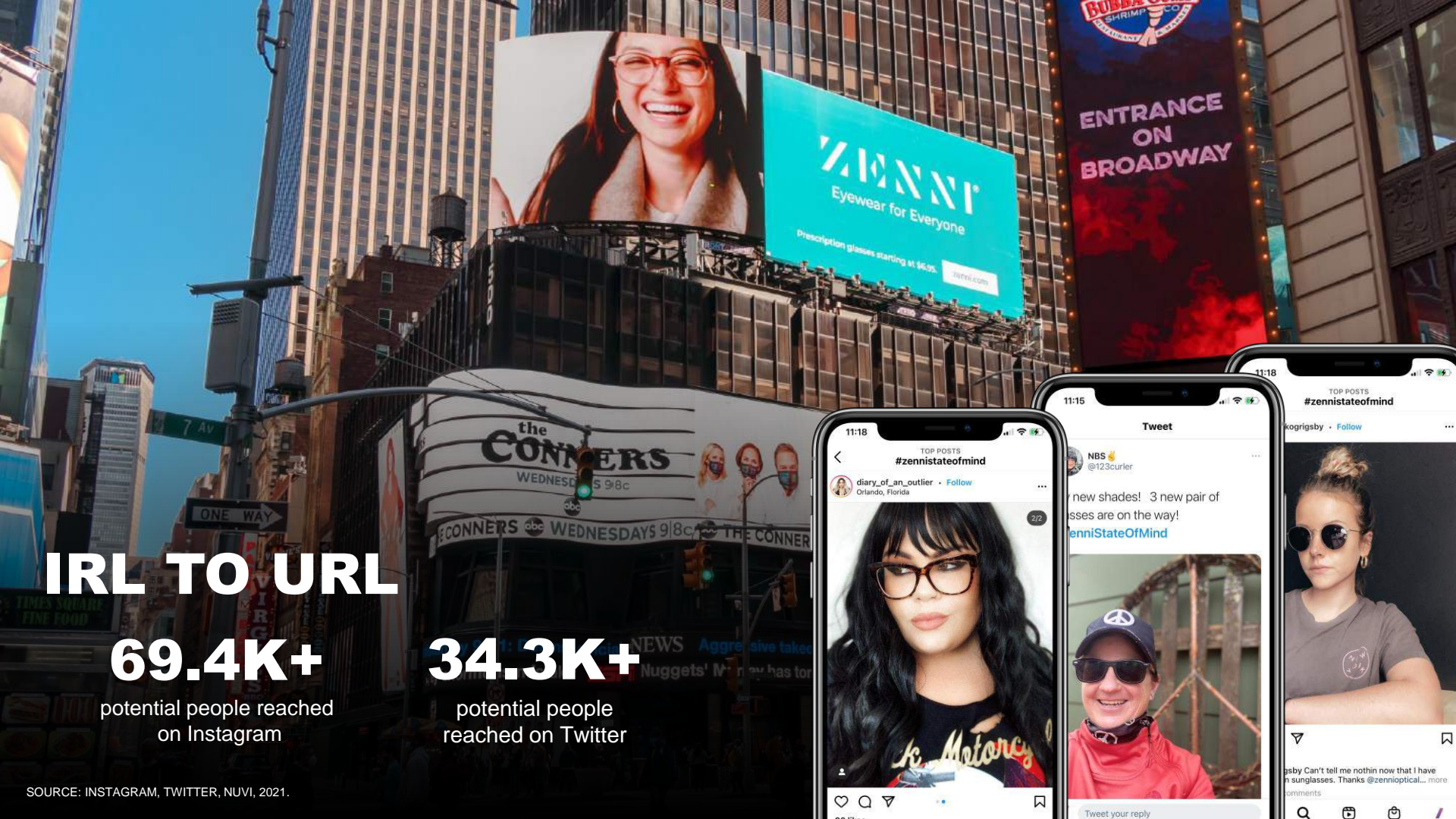


#ZENNI STATE OF MIND

In May, DTC eyewear company Zenni started a contest on social media with the hashtag #ZenniStateofMind, encouraging consumers to take selfies with their billboard in Times Square.

The contest is gaining traction on social media as consumers compete for their chance to shine on the ultimate picture frame in Times Square! A different winner will be featured each Friday on Zenni's billboard ads.





IRL TO URL

69.4K+

potential people reached on Instagram

34.3K+

potential people reached on Twitter

SOURCE: INSTAGRAM, TWITTER, NUVI, 2021.

