

# TESTIMONIAL Blue Apron



**60% of subway riders notice the Blue Apron brand train. Brand awareness doubled as a result of the campaign.**

*Blue Apron's campaign yielded impressive results. Findings from our OUTFRONT Insiders survey revealed that 60% of subway riders noticed the Blue Apron brand train. In addition, brand awareness doubled as a result of the campaign. The research shows that Blue Apron was able to drive engagement with OOH...*

*-55% of subway riders are likely to use Blue Apron after seeing the brand train advertising*

*-33% of subway riders who noticed the campaign took action afterwards*

*-22% of subway riders visited the Blue Apron website and/or discussed the brand with friends*

## **Audience**

Adults 21-54

## **Objective**

Blue Apron wanted to boost brand recognition.

## **Media Mix**

Rail - Branded Train

## **Rationale**

Since 45% of people who don't use a meal delivery service would consider using one, out-of-home advertising was a perfect opportunity for Blue Apron to influence consumers that were on the fence about their service. With stiff competition from similar services like Fresh Direct and HelloFresh, OOH was an effective way for them to stand out.

## **Market**

New York City