

TESTIMONIAL Cambridge BioMarketing



“Campaign garners press and celebrity attention, including mentions from Mayor Walsh”

“We reached the people in the Boston area which was our initial goal, but with the added social posts, the train ads went viral. The campaign reached all over the US and in other countries as well. Around 1,000 people contributed to the viral campaign via Twitter. Facebook had 88,947 people who were talking about “#SupportTheSearch”, Instagram had 122 #SupportTheSearch posts. One article that interviewed our CCO about the train had over 8,000 shares alone.

We have received new client inquiries because of this campaign. We were also asked to co-host on Bloomberg Radio about the campaign. Mayor Marty Walsh contributed via Twitter with our social media hash-tag regarding the train, as well as receiving multiple interview opportunities.”

Christina Vickers
Cambridge BioMarketing

Audience

General Market & Healthcare Hubs

Media Mix

Subway Wrapped Train and Interior Brand Train

Market

Boston

Objective

Raise awareness for rare disease research and for Rare Disease Day, in a new and original way.

Rationale

Out-of-home was used for large scale branding in conjunction with a social media push. Red line wrapped subway cars are huge traveling bulletins that create quite the buzz as they travel through the healthcare hubs of Boston and Cambridge.