

TESTIMONIAL Cuba Now



In the first 60 days of the campaign Cuba Now's social presence increased.

The campaign garnered more than 5,000 likes on Facebook and nearly 1,000 followers on Twitter. Earned media coverage was extensive. Former Congressman Lincoln Diaz Balart cited the ads during a recent appearance on MSNBC with Chuck Todd on his Daily Rundown program.

Audience

Policy Makers

Media Mix

Banners &
Platform Runners

Market

Washington DC

Objective

Cuba Now used OOH to create brand awareness and drive a larger social following to challenge the State Department and White House policy makers to change the Cuba Policy.

Rationale

Outdoor advertising was used in the Washington DC Metro because of the proximity of the stations to the State Department and the White House. The creative was designed to challenge the President and his administration to take action and announce the launch of the organization.