

# TESTIMONIAL Discovery Times Square



“We have seen the needed impact driving our attendance”

With their media mix and strategically placing their ads in top tourist locations, Discovery was highly satisfied with the outcome of their out-of-home program. The subway 1-sheet posters and urban panels reached their objective of increasing awareness and ticket sales of their exhibitions. “We have lately been relying more and more on subway to carry our campaigns during critical seasons and have seen the needed impact driving our attendance.”

Carl Cricco  
Discovery Times Square, Director of Marketing

**Age Range**  
Adults 18-36

**Media Mix**  
Static posters &  
subway media

**Market**  
NY

**Objective**  
The campaign wanted to increase awareness of the various exhibitions displayed throughout the year and drive ticket sales to their NYC location.

**Rationale**  
Discovery reviewed their ‘Exit Survey’ results asking patrons how they learned of the exhibit, out-of-home tended to always be the highest ranked medium.