

TESTIMONIAL Burberry



Within hours of the events, Instagram images were translated to the Digital Urban Panel Networks

Popular Instagram photographers were selected to capture images demonstrating the power of live music and post them on Burberry's social media site using the #ThisIsBrit social call to action. Within hours of the events, the Instagram images were then translated to the Digital Urban Panel & Penn/LIRR Digital Networks, bringing the rush of live music to NYC by allowing pedestrians & commuters to relive the concert event experience from thousands of miles away.

Age Range

Adults 18+

Media Mix

Digital Urban Panels
Station Domination

Market

New York

Objective

To promote its newest men's fragrance, Brit Rhythm, Burberry dominated the digital OOH market with an exciting new campaign fueled by music and social media.

Rationale

Music continues to be the focus for Burberry's future campaigns as it continues to saturate the market with unique digital content to promote its globally recognized brand.