

# TESTIMONIAL Gap



**Photos of the  
*Be Your Own T*  
Billboard were liked  
over 450 times on  
social media**

*The campaign was an instant success! Photos of the Be Your Own T billboard were liked over 450 times on various social media platforms and re-tweeted by numerous influential fashion blogs and news sources.*

## **Age Range**

Adults 18+

## **Media Mix**

Static Billboards

## **Market**

New York, Los Angeles, San Francisco, Chicago, Miami, & Dallas

## **Objective**

*Be Your Own T* was carried out through dynamic, large-scale “T” installations using real t-shirts that will show up on billboards and in GAP stores in top markets.

## **Rationale**

This campaign is a prime example of companies responding to an evolution in consumer behavior. Today’s mobile and connected consumers notice outdoor advertising and want to interact with it. Extending campaigns beyond standard visuals and into social media channels is the key to capturing an increasingly tech-savvy customer base.