

TESTIMONIAL History Channel - Vikings



“The fierce legion returns armed with artistic and eye-catching out-of-home.”



The Vikings invaded buses, commuter rail, and subways, capturing the attention of riders and passengers with their fearsome creative. Bus Kings, enhanced with Headliners, announced the second season's premiere, while commuters on the Metro North and Long Island Railroads saw characters from the show on Car Cards. Underground, more characters could be found lurking on the walls with NY Subway 2-sheet Posters and Los Angeles Transit Shelters that included an Augmented Reality element, bringing the shows' vibrant characters to life.

Audience

Commuters

Media Mix

Subway posters
Transit shelters
Bus Kings

Market

New York
Los Angeles

Objective

Create excitement while announcing the Vikings second voyage.

Rationale

The Vikings raided riders' commutes on various out-of-home media, which immersed commuters in a zone preparing all for battle. The "Vikings Ultimate Reality" smartphone app, allowed users to hold their smart phone in front of a subway poster or transit shelter and watch Vikings appear before them.

The History Channel even provided a teaser for the season's premiere on the shuttle's video car cards, further enticing passengers to engage in the excitement.