

# TESTIMONIAL Oscar Insurance



**“The 34,000 likes on the post”**

*“Oscar’s subway campaign had built a lot of buzz, especially when American fashion model Karlie Kloss posted a picture of herself posing with Oscar’s subway car cards on Instagram. The 34,000 likes on the post was just one of the many reasons the insurance company will be expanding their campaign to include more placements as well as reaching New Jersey.”*

## **Audience**

Adults 25-54

## **Media Mix**

Subway Car Cards and Platform Posters

## **Market**

New York

## **Objective**

Oscar wanted New Yorkers to know that they utilize technology to make insurance easier and more intuitive for everyone.

## **Rationale**

Seen on subway car cards and platform posters, the colorful Oscar ads promote a range of advantages once you join a plan, including reimbursing their client’s gym membership.

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