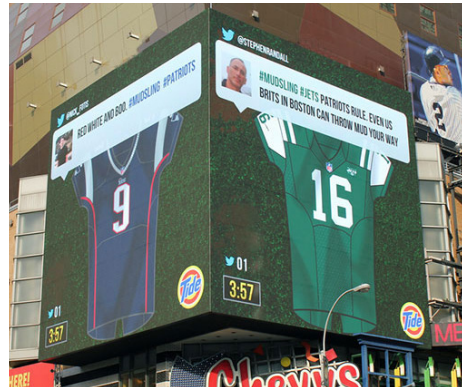


TESTIMONIAL Tide



Tide was able to take their outreach to the next level with dominant presence in NYC.

Utilizing the social call to action #MudSling, the campaign consisted of different teams being colorfully exhibited on the screen. Things got dirty as fans bombarded Twitter with smack talk against their rivals for a chance to have their tweets displayed on the Digital Roadblock and see virtual mud splashed on their enemy's jersey. In the end, Tide's virtual rinsing spray was able to wash away any stains incurred during battle.

Audience

NFL Fans

Media Mix

Digital Billboards

Market

New York City

Objective

Tide wanted to mark the beginning of football season with a social media campaign partnered with OOH.

Rationale

As the "only clean trusted by all 32 NFL teams," each team encouraged fans to increase their intensity and passion of their beloved teams. Those who best displayed their pride in team colors would have their photos shared by their favorite players on their team's Twitter page!