

TESTIMONIAL Awesome Con



“Our attendance grew by about a third.”

Awesome Con was able to raise interest about the event which is a place for fans of popular culture. There was also an increase in the number of followers on social media with the success of the campaign.

“We heard a lot of good things from OOH viewers and our consumers who attended the yearly event. People who saw the car cards even sent us their pictures! Overall, our attendance grew by about a third.”

Ben Penrod

President of Awesome Conventions

Age Range

General Market

Media Mix

Car cards

Market

Washington, DC

Objective

Awesome Con wanted to raise awareness for their upcoming event and encourage people to buy tickets.

Rationale

Last year they used out-of-home, and they wanted to use it again for similar results.