

Brooks Brothers Grand Central Social Recap


Objectives:

- > Brooks Brothers used a variety of OOH media placements to increase awareness for their Supima Cotton line.
- > Bright creative drove cross platform chatter throughout their campaign.

- > **Social media Focus:** Grand Central Subway Station Domination and Shuttle Train Wrap
- > **Flight:** May - June 2017
- > **Market:** Manhattan, NY
- > **Earned Social Media:**
 - > Over 35,000 people ReTweeted and shared the campaign on Twitter, Facebook, Instagram and Snapchat.
 - > Over 500,000 consumers reached through unique mentions.

Twitter

Brooks Brothers @BrooksBr... 5/18/17
Grand Central has never looked so bright – ride in style on the #SupimaShuttle now through June 15th. #BrooksBrothers



You and Supima

Ynes Trinity-Blair @gaero48_j
Replying to @BrooksBrothers @OutfrontMediaUS and @Supima
okay, okay, I'm on my way

6/18/17 12:43 PM

denbbtexas Manhattan, New York >

