

# TESTIMONIAL Capitol Riverfront BID



**“OUTFRONT Media is an excellent partner in Metro advertising...”**

*Capitol Riverfront BID’s “We Do This Every Day” campaign displayed the convenient lifestyle of the area with images of local dining, nearby park features, river recreation, and post Nationals game nightlife.*

*“I visited the Station Domination and noticed a family exiting the Metro fare gates who needed directions. The parents were immediately at ease when they saw their two children walking on and pointing to their destination on the Capitol Riverfront floor graphic map. It was exactly what we intended when we designed that piece of creative. OUTFRONT Media is an excellent partner in Metro advertising as the Capitol Riverfront neighborhood grows and businesses prosper.”*

## **Audience**

New potential residents and visitors

## **Media Mix**

Station Domination

## **Market**

Washington DC

## **Objective**

Capitol Riverfront wanted to welcome incoming commuters in the area, and attract new potential residents and visitors to DC’s fastest growing neighborhood.

## **Rationale**

OOH brought vivid colors and imagery that conveyed the benefits of living in the Capitol Riverfront, and directional maps showed visitors where to find neighborhood restaurants, stores and attractions.

## **Bonnie Wright**

Marketing & Communications Manager  
Capitol Riverfront BID

