

TESTIMONIAL Discovery Science Center



“Attendance to Discovery Cube increased to surpass our budgeted traffic during the spring break time period.”

I would recommend advertising with OUTFRONT because of the sheer number of impressions it generates, and for us there is value in being able to turn a campaign in a week's time when budget becomes available.

Their inventory is vast and powerful in that they are able to put together a meaningful campaign even with a quick turnaround.

Erin Gibbons
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Audience

Families on Spring Break

Media Mix

Bus Tails

Market

Los Angeles

Objective

To increase awareness and drive traffic for featured exhibit over the spring break time period.

Rationale

Out-of-home was used in conjunction with digital for a varied media mix. The San Fernando valley targeted bus tails complimented the client's digital ads to reach their target audience of families living within a 20 minute drive of the exhibit.