

HNA Share More, Dream More Campaign

Objective:

- > HNA Group, a global enterprise, wanted to increase international brand awareness, while pledging to give back to local communities. Their goal was not only to gain recognition, but also encourage charitable interaction with World Food Program.

Execution Details:

- > Using a large DOOH asset in the heart of Times Square to reach people where dwell time is high and consumers have their smartphones, HNA harnessed the power of OOH, mobile, and social. OOH creative prompted consumers to scan a QR code, wave their phone at the DOOH screen, share to social to encourage friend participation, and donate to WFP.

Results:

- > Over 82,000 engagements including interactions with the DOOH and on Facebook.
- > Total views of Instagram Story and Instagram Liveviews topped over 339,000.
- > HNA Group gained over 5,700 Facebook fans during the time the campaign was live.
- > The campaign reached over 3 million consumers.

