

TESTIMONIAL Interscope Records



“Bus shelter postings became viral pieces of social media content.”

“What happened? Those simple, strategically placed bus shelter postings became viral pieces of social media content that Madonna and her team could leverage, and her fans could interact with. And when you have a fan like social network mega-influencer Miley Cyrus interacting with your campaign – well the sky’s the limit. The result? Madonna shot up to the top of the charts, landing at Number 2 on the Billboard Top 200.”

Morgan Rose
Bullpen Integrated Marketing
(agency for Interscope Records)

Audience

Adults 18+

Media Mix

Bus Shelters
Billboards

Market

Los Angeles

Objective

To promote Madonna’s upcoming album, “Rebel Heart,” Interscope Records used a combination of billboards & bus shelters to drive album sales.

Rationale

Out-of-home provided the ability to get their message out to the market about Madonna’s latest album launch and reach potential customers.