

# #EarthDay

Every Day Has a Story, National Days Help Tell It.

## Liberty State Park

### Objective

- > Taking advantage of the earned media attention from national days, Liberty State Park leveraged their advertising strategy to create a campaign around [#EarthDay](#).

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- > **Inventory:** Digital Billboard
  - > **Markets:** New Jersey
  - > **Flight:** April 19, 2017 - April 22, 2017
  - > **Earned Social Media:** #EarthDay reached over 240,000 people on Earth Day. Liberty State Park saw a 179% lift in social conversation while aligning with Earth Day.

