

WE DROVE BRAND AWARENESS AND SOCIAL BUZZ FOR LIVE.ME'S APP AND SHOWS!

OBJECTIVE

Live.Me, popular broadcasting platform, was looking to generate downloads of the app as well as promote their new daily trivia show, Quiz Biz.

STRATEGY AND TACTICS

- **Targeting:** Live.me was specifically targeting influencers and tastemakers living, visiting, or socializing in and around 1600 Vine. Adults 18-34 in Los Angeles.
- **Strategically Placed:** Live.Me utilized the W Hotel wallscapes as well as 1600 Vine wallscapes to promote their app. Through these targeted placements they were able to drive awareness and social coverage for their app and shows.
- **Client Praise** "OUTFRONT has great inventory and was our first choice for our campaign. Great inventory and selection in key markets, and a great team willing to work with us!"

—Michael Langrord, Senior Marketing Manager

"THERE WAS A LOT OF WORD-OF-MOUTH FROM USERS, VENDORS & PROSPECTIVE PARTNERS!"

—Michael Langrord, Senior Marketing Manager

