

TESTIMONIAL Naja



“For us, launching it on the subway was a way to get exposure and was a way to send a message. The campaign features women who are very happy in their lingerie and coming together and uniting. It’s striking.”

Catalina Giraldo
Naja, Founder

This campaign demonstrates how OOH media creates a captivating impact that no other media format can match. With OOH spread throughout New York’s subway stations, Naja is imprinting woman with an inspiring message that had led to social media buzz.

Audience

Commuters/Riders

Media Mix

Subway Brand Trains
Subway Car Cards
Station Domination

Market

New York

Objective

With most lingerie companies portraying a woman’s body as one of her most important features, Naja aimed to put a woman’s personality first. Shading away from the typical referred to “nude”, Naja also distinguished several different shades of nude lingerie in their New York’s OOH “FindYourNude” campaign.

Rationale

Naja goes where their message will have the most impact and perfect placement. In order to spread their powerful message, Naja’s station domination aims to target woman of different ages and race. The constant exposure and vibrant images distinguishes Naja from every other lingerie company.