

TESTIMONIAL National Corn Growers Association



This iconic OOH campaign is now a feature at the Smithsonian!

Since 2010, the Corn Farmers Coalition has successfully utilized OUTFRONT Media to inform opinion leaders on the reality about corn in America.

The National Corn Growers Association's iconic Metrorail ads are now permanently displayed at the Smithsonian National Museum of American History extending their OOH impact for many years to come!

The ads at Capitol South Metro caught the Smithsonian's attention. "The ad was a natural choice for the exhibit, a comprehensive look at American History as seen through business. This corn growers' campaign is visually really striking and tells a great (American) story. It's really a representation of modern advertising."

Peter Liebhold
Smithsonian, Curator

Audience

Congress Hill Staffers
US Policy Decision
Makers

Media Mix

Station Dominations
Rail Car Cards

Market

Washington DC

Objective

To stay top-of-mind when key votes and/or policy discussions were in play.

Rationale

In DC's unique marketplace, Corn Farmers Coalition utilized OOH advertising to humanize the image of corn farming by showcasing family farmers who are helping to grow the US economy. Rail ads were strategically placed at Capitol South, Union Station, and on targeted Metrorail lines that reach the Hill and influential leaders.