

# TESTIMONIAL Northside Festival



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We loved working with OUTFRONT Media this year and hope to continue the relationship! They supported our team from ideation through creative and the results were so exciting. As a festival that traditionally caters to a DIY audience, we were thrilled at the reach OUTFRONT was able to provide us. Seeing our campaign throughout Manhattan and in Times Square was a dream come true for our Brooklyn brand. The diverse group that was exposed to Northside Festival as a result of the partnership was remarkable.

*-Alexander Pipes, Director of Marketing Northside Festival*

## Media Mix

Digital Billboard, Digital Urban Panels

## Markets

New York

## Objective

Build awareness and increase attendance to Williamsburg’s Northside Festival