



Smirnoff Goes Viral

Social Recap

Execution Details:

- > OUTFRONT secured 100% of the OOH media buy, including station dominations, commuter rail, and car cards.
- > Measured social amplification, depicted below, was generated from ONLY the “Made in America” piece of copy, featured on ONE platform poster, at the Metro North Harlem 125th street station.

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- > **Flight:** June 12th - June 21st
 - > **Market:** Manhattan, NY
 - > **Driving Social/Share:**
 - > Within 48hours of posting, Smirnoff “Made in America” mentions went viral across all social platforms and was also covered in key press outlets like Perez Hilton, Huffington Post, Mashable and Ad Age.
 - > Smirnoff secured over 19,000 brand mentions, reaching over 360 million and spreading to over 28 million consumers from June 12th to today. This was an increase of over 197% mentions from pre-campaign.
 - > The “Made In America” specific OOH received over 3,000 mentions reaching 208 million and spreading to over 5 million consumers.

