

TESTIMONIAL STEM Cell Technologies



Brand recognition at conferences due to the rail ads.

“People would approach our reps at conferences and mention that they recognized our company from the advertisements they had seen on their commute. Lots of great feedback and an increase in the number of calls to our 1 888 phone line.”

Sandra Lee
Marketing
STEMCELL Technologies Inc.

Audience

Professionals in the health research industry

Media Mix

Rail Dioramas

Market

Washington DC

Objective

To generate awareness and leads from individuals taking the Metro to the NIH.

Rationale

OUTFRONT Media had “a refreshing idea that let us do something that people could look at on their daily commute rather than investing the same amount of money in a print ad that only subscribers would see.”