

# WE INCREASED WEBSITE TRAFFIC AND FUNDING FOR CHEERS APP

Cheers App allows consumers the ability to order alcoholic beverages, such as wine, beer, and liquor from select establishments within New York City. Being a newly formed start-up they leaned into OOH to build brand exposure and recognition. Cheers turned to OUTFRONT for a larger than life intro into the real world with their “I made it” moment in Times Square.

## STRATEGY & TACTICS

- **Strategically Placed:** The Bird in Times Square provided Cheers with the platform to be seen across the world driving social engagement for the app as well as New York City registrations.
- **Creative Excellence:** OUTFRONT STUDIOS utilized bright, vibrant creative with full motion video to capture the celebration, and included a QR code to direct users to their website.
- **Campaign Success:** “We were fortunate to collect 278 Views (visits to site) and 197 Responses; concluding with a 95% completion rate! That exposure and traffic led to additional investors and secured thousands in funding.” - Cardia Summers, Founder & CEO



## RESULTS

\$

SECURED THOUSANDS IN FUNDING

275+

PEOPLE SCANNED THE QR CODE AND VISITED THE LANDING PAGE

7K+

POTENTIAL PEOPLE REACHED ON INSTAGRAM



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

