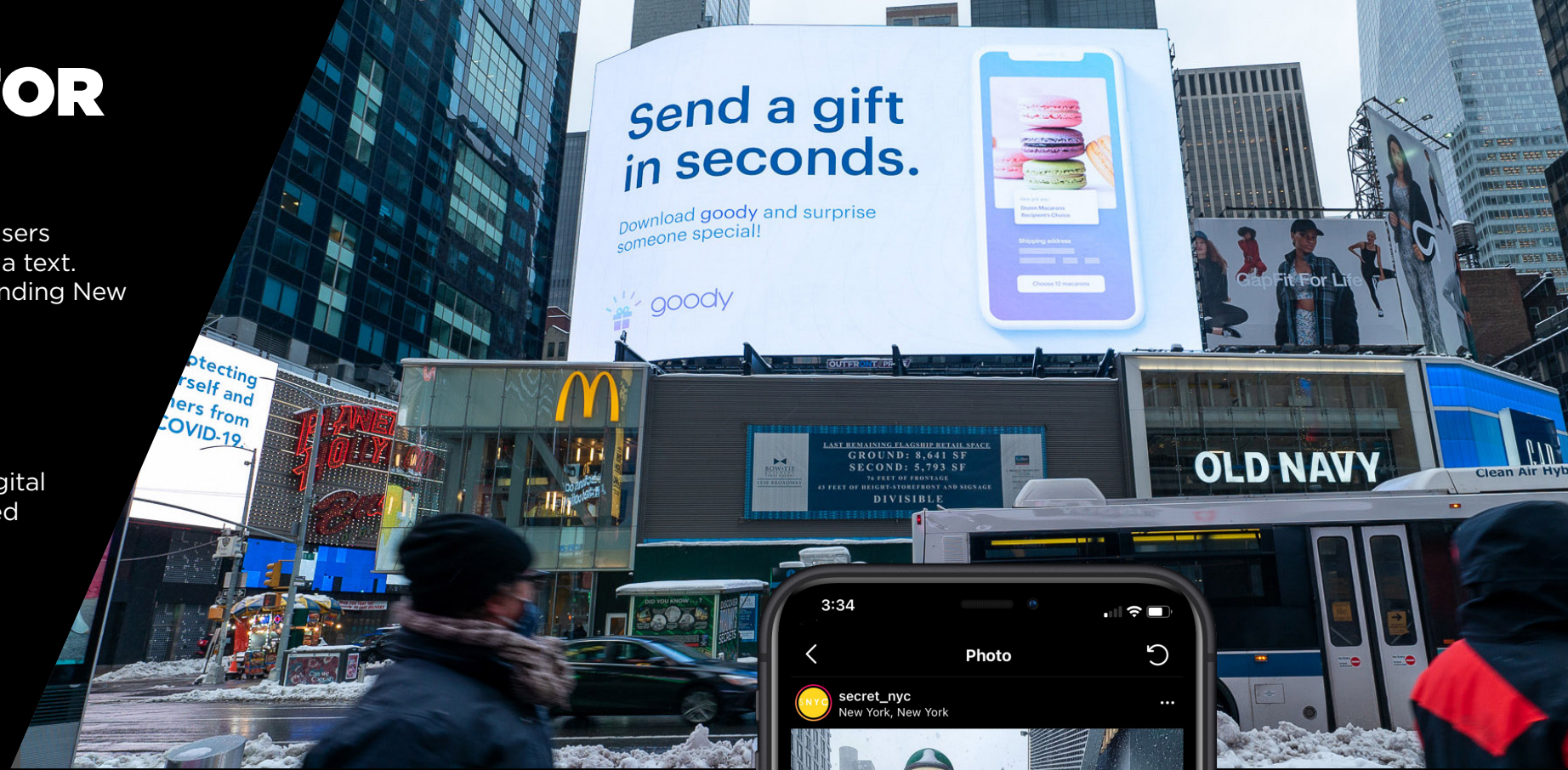


# WE DROVE IRL TO URL FOR GOODY

A new startup called Goody, launched its mobile gifting app letting users celebrate their friends, family, and loved ones with a gift in seconds via text. Goody launched its first OOH campaign over Valentine's season reminding New Yorker's to celebrate their loved ones with all Goody has to offer.

## STRATEGY & TACTICS

- **Strategically Placed:** The campaign was displayed on over 100 digital panels throughout NYC, and it featured QR codes that downloaded the app and applied a coupon code.
- **Creative Excellence:** OUTFRONT's award winning, in-house creative agency, OUTFRONT STUDIOS, worked with Goody to create a full motion campaign showing the app features and ease of use.



## RESULTS

804K+

POTENTIAL PEOPLE REACHED ON INSTAGRAM FOR ALL OOH

131K+

POTENTIAL PEOPLE REACHED ON INSTAGRAM FOR GOODY IN TIMES SQUARE

SOURCE: INSTAGRAM 2021



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.

