

WE INCREASED WEBSITE TRAFFIC FOR NYCRUNS BROOKLYN MARATHON

NYCRUNS puts on more than 30 running events annually in NYC and NJ for over 50,000 people. They turned to OUTFRONT to announce their flagship event, the Brooklyn Marathon & Half Marathon. Out of Home street level and subway ads supported awareness and registration efforts.

STRATEGY & TACTICS

- **Strategically Placed:** NYCRUNS utilized interior subway cards, station Liveboards, and street level digital urban panels to increase brand awareness and engage with consumers in Brooklyn and the other boroughs.
- **Creative Excellence:** Expertly designed by OUTFRONT STUDIOS, a QR Code was placed on the out of home ads to drive engagement to their site.
- **Campaign Success:** “The subway ads were a solid win and very likely an instrumental part of what amounted to a surge of 10,000 or so registrations in the 60 day period they mirrored. I’m very happy with the result.” Steve Lastoe, Founder, New York City Runs



RESULTS

10K

REGISTRATIONS DURING THE CAMPAIGN

2.2K+

QR CODE SCANS FROM THE OOH ADS

1.2K+

REPORTED LEARNING ABOUT THE RACE ON THE SUBWAY



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.