

# WE INCREASED AWARENESS AND ENGAGEMENT FOR RIOT SWIMWEAR

Riot Swimwear is a global destination for high quality, fashion-forward swimwear that can be worn season after season. To gain sales and increase brand awareness, a strong OOH campaign was built to increase name recognition, and market share.

## STRATEGY & TACTICS

- **Strategically Placed:** Subway and street level ads were placed across New York, Miami, and Los Angeles to target those looking to buy their next chic bathing suit.
- **Creative Excellence:** This creative campaign, designed by OUTFRONT STUDIOS, implemented the use of digital media to catch the eyes of those who encounter them, as well as bright colors to make them stand out.
- **Client Success:** “We wanted to focus and bring light to the Riot Swimwear brand and products. Placements in NY, LA, Miami reached summer shoppers and increased engagement. The chic swimwear made a social media splash when fans of the brand shared images of their OOH “ Monti Landers, Found of Riot Swim



# 1.2M

PEOPLE REACHED ON INSTAGRAM AFTER NOTICING THE BRAND'S CAMPAIGN



Riot Swim

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.

OUTFRONT/