

Segment

Background

In a world of constant push notifications, both mobile and TV advertisements create nothing but noise. Overwhelmed by this overcrowded advertising space, many brands and marketers today face the ultimate challenge: how to connect with consumers in the real world while also standing out amidst competitors.

Fueled by an unique out of home advertising solution, Segment partnered with an agency to create a campaign that combined witty creative with dynamic geo-targeting technology to showcase the importance of well-informed and accurate information to both consumers and brands



Objective

In early 2019, Segment, an emerging leader in customer data infrastructure, partnered with an agency to launch an out of home campaign with the goal of generating greater brand awareness. The message: showcase how using incorrect or flawed data can lead to major consequences in vital business decisions.

Strategy

In a five-month campaign screens displayed sharp-witted Segment creative across the busy streets of NYC. On-screen ads purposely featured inaccurate messaging like, “Good Morning, Boston!” in New York City. Once puzzled pedestrians viewed the confusing statement, screens revealed the clever punchline: “What good is bad data?”, sprawling Segment’s name and logo across the bottom of the screen.

Plan Details

Markets: New York

Flight Dates: July 2019–December 2019

OOH Formats: Digital Taxi Tops

Budget: \$10,000 and over

Results

The five-month campaign successfully achieved Segment’s primary goal, producing a 142% lift in total brand awareness in NYC. Propelled by dynamic geo-targeting capabilities, the campaign also increased the company’s website visits by 46%.