

Stephanie Gottlieb Fine Jewelry

Background

The Stephanie Gottlieb brand wanted to create a multi-layered OOH strategy that was hyperlocal within the New York City market.

Objective

Increase Website Visitation:

Focus on consumers within a close proximity of the local target market routes and surrounding areas to drive awareness of the Stephanie Gottlieb brand and generate online sales.

Strategy

The campaign brought a “larger than life” appearance to the Stephanie Gottlieb brand by using a custom-built Flower Cocoa Cart with a full brand wrap, a QR code, flower production and a cocoa barista that offered samples. Two mobile billboards were placed near the Cocoa Cart, each with a unique routing strategy that was best-suited for their demographics.

Plan Details

Market: New York, NY

Flight Dates: 11/15/2021 - 11/27/2021

OOH Formats: Experiential Cocoa Cart team and Mobile Billboards coupled with Shadowfencing

Target Audience: Women 30+

Budget: \$10,000 or more

Results

The campaign performed 365% better than Fashion & Style industry vertical benchmarks. Overall, the campaign had a 0.33% click through rate and 4K+ clicks.

