Artifex NYC NFT Takeover

Background
Artifex was pre-launched in conjunction with the NYC NFT Takeover, but with collective caution due to the pandemic.

Objective
New Product or Service Launch:
The objective was to ensure Artifex’s unveiling to the world was witnessed by the largest audience possible, even if not in person.

Strategy
Focus on the crypto art community, along with the wider community of artists, art collectors, and art enthusiasts. The campaign introduced people to the brand by sharing photographs and videos, both in real-time and after the installation concluded, on three billboards across Times Square, three digital trucks that drove around New York City, as well as large-scale projections on the Brooklyn Bridge and in Union Square.

Plan Details
Market: New York, NY
Flight Dates: 5/6/21
OOH Formats: Digital Billboards, Digital Projections, LED Trucks
Target Audience: The crypto art community and the wider community of artists, art collectors, and art enthusiasts
Budget: $10,000 or more

Results
The social posts surrounding the billboard and subsequent content went viral, causing Artifex’s Instagram and Twitter followers to grow from the low hundreds to mid-thousands. The story was picked up by CNBC, The Exchange, Bloomberg Quick Take, Cheddar News, and Blockchain Radio. Photos and videos of the billboards were shared all across social media by artists and collectors alike.