

Aspiration NY

Background

With a mission to apply the ethics of sustainability to the traditional financial services market, Aspiration, wanted to stay true to its value by building a campaign that was low-impact on the environment, and high-impact on their target audience.

Objective

Focus on brand awareness and engagement, with a theme of “clean is the new filthy rich.” The goal was to place video creative in high-traffic areas so results could be displayed through Geopath OOH impressions.

Strategy

Aspiration chose sizzle videos displayed on wallsapes that had been treated with LumActiv, which helps reduce pollutants in the air and reinforced Aspiration’s message of sustainability in real time. The campaign spanned seven walls throughout SoHo and Williamsburg, including several street-level units for QR code engagement. The mobile geofencing was aimed at driving brand awareness and engagement on Aspiration’s social accounts.

Plan Details

Market: New York, NY

Flight Dates: June 2021 - July 2021

OOH Formats: Hand-Painted Walls

Target Audience: Adults 18+, Adults 21+

Target Audience Reach: 1.2

Target Audience Frequency: 8.1

Budget: \$10,000 and over

Results

The campaign generated over 8M impressions. The mobile geofencing produced strong results with nearly 830,000 impressions, 1,768 link clicks, and a 166% increase in relative performance. The QR code generated over 1,200 scans and over 500 email leads.

