RUSH

Problem
How can RUSH raise awareness of their new app?

Solution
By utilizing out of home in industrial areas populated by the targeted workforce.

Background
At the time of this campaign, RUSH was a newly-launched mobile application. It connects on demand workers with work using AI to identify the best match for those seeking help and those looking to earn money.

Objective
The primary objective was to generate awareness to drive downloads of the application.

Strategy
RUSH wanted to focus on specific industrial areas of the market, where the need for workers and the available labor force was highest.

Plan Details
- Markets: Chicago
- Flight Length: 12 weeks
- OOH Formats: One bulletin with 8.4M impressions
- Budget: $10,000 and over

Results
Prior to their out of home campaign, the RUSH application plateaued at 140 downloads. When the billboard went live, downloads significantly increased to 35-70 per week. After the 12-week program, RUSH had over 700 new downloads directly attributed to their campaign.

Additional Information
Customer Quote: “The billboard raised awareness of the RUSH app and increased downloads by more than 5 times,” Jigar Patel Cofounder.