

## 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.

