

Paramount Pictures: Zoolander 2

Problem

How does a company in the movie industry create awareness of an upcoming sequel?

Solution

Create custom art for each OOH installation to target a variety of audiences.

Background

The idea was to mix traditional advertising with high fashion accents, in addition to finding media space that would provide the impressions and imprint.

Objective

To find locations and interesting high impact shape that would be as eye-catching as art and messaging.

Strategy

Create custom art per location to target the right client, demo, and impression opportunity.

Plan Details

Markets: Los Angeles and New York

Flight Dates: January 2016 - February 2016

OOH Formats Used: Bulletins, Walls, Transit, Digitals, Subway, Kiosks

Target Audience: ADULTS 18-49/MALES 18-49

