Problem
How does a dating app attract the attention of consumers during the holiday season?

Solution
Create a holiday-themed OOH campaign that takes advantage of the physical space in an interactive way.

Background
Zoosk, the top grossing and most trafficked dating app in the US, needed to breakthrough to their target in a meaningful way during the holiday season. How could Zoosk make a splash when consumers were being bombarded with so much other retail, entertainment, and holiday messaging? Space was crowded, attention was limited, and timing was tough. Three weeks before Christmas Zoosk had an idea that would take advantage of a physical space in an interactive way: a gigantic mistletoe installation in the heart of Midtown.

Objective
The team aimed to reach the Zoosk target as they were out and about holiday shopping in NYC by creating a meaningful moment that aligned the Zoosk brand with spontaneity, fun, and romance. Zoosk’s target was middle-aged singles and couples in their late twenties to mid-thirties.

Strategy
The team selected a block-long board in the heart of Midtown, one of New York’s most heavily foot trafficked area. This board spanned an entire block at the ground level of the Hilton Hotel in Midtown. Mistletoe was affixed above the storefront to grab the attention of passersby. The board received 1,330,000 impressions during the two weeks of the flight from 12/21 through 1/3. For two weeks, holiday shoppers stopped to point, hug, kiss, take pictures, and even dance under the mistletoe.

Plan Details
Markets: New York, NY
OOH Formats Used: OOH Storescape
Target Audience: Adults 25-35
Budget: Paid media budget was allocated 100% to the production, installation, and space cost for one (1) block-long storescape in Midtown, NY. The total budget was $45,000.
Results
Five thousand fans shared the news of the stunt on Facebook and the video of its creation was viewed over seven hundred thousand times on YouTube.

Testimonials
Please see the video here: https://www.youtube.com/watch?v=hSJnWeqCLA
Featured in the video are people who interacted with the Zoosk Mistletoe. One of the featured couples met on the Zoosk platform in real life and came out when they saw news of the stunt posted on Zoosk’s Facebook page.

Audience Metrics
Relevant Metrics: 1,330,000 estimated impressions over 2 weeks.