

Hopeful

Background

Artist Charlie Hewitt created 600-pound light sculptures as a beacon of hope and positivity in the midst of a challenging time. He was getting lots of positive feedback from the initial installations, and he wanted to grow the power of this positivity by amplifying the reach of this particular piece.

Objective

Build General Awareness:

Because his art was generating a lot of positive feedback from the initial installations, he wanted to grow the power of this positivity by amplifying consumer exposure of a specific light sculpture. Focus on all people of all ages.

Strategy

The strategy was to use high-profile, large-scale digital locations to best render this light sculpture into a billboard that would closely resemble the original art -- and to launch it in the week between Christmas and New Year's to capture the spirit of the holiday season and most resonate with emotions of the moment.

Plan Details

Market: Jersey City, NJ

Flight Dates: 12/27/21 - 1/23/22

OOH Formats: Digital Bulletins

Target Audience: Consumers of all ages

Target Audience Reach: 4.1%

Target Audience Frequency: 3.2

Budget: Under \$10,000

Results

There were a total of 303 full-text postings around Charlie Hewitt's Hopeful OOH campaign online and on social media through influencer interaction. The story was picked up on various media outlets such as The New York Times, Yahoo!, Fox News, ABC, and NBC local news outlets reaching more than 168M total potential audience.

