

WE SAW NEARLY TWO-THIRDS RECALL SEEING AD FOR DOLLAR SHAVE CLUB

OBJECTIVE: Drive interest in Dollar Shave Club's non-shave products and awareness of their core brand, Dollar Shave Club utilized high impact billboards in Times Square and Digital Liveboards in NYC.

STRATEGY, TACTICS & ATTRIBUTION APPROACH

- **Solution:** Utilize high impact billboards in New York City's Times Square to capture attention and drive awareness, in conjunction with Digital Liveboards in the high traffic Port Authority Corridor to promote DSC's brand message and drive brand awareness.
- **Attribution Approach:** The best way to measure the campaign would be through in-person intercept surveys at both locations and also at a third-location to be used as a control group. Edison Research was commissioned to do this work.
- **Results:** OOH advertising proved very effective in driving DSC's brand messaging about non-shave product and increased brand awareness among those exposed to the ads. Advertising in Times Square caught the attention of consumers and drove awareness and engagement on social media. The Liveboards served to drive brand messaging and higher recall of Dollar Shave Club's non-shave products due to repetitive exposure of daily commuters.



OUTFRONT

RESULTS

67%

OF CONSUMERS RECALLED SEEING DSC ADS ON LIVEBOARDS

63%

OF CONSUMERS RECALLED SEEING DSC ADS ON BILLBOARDS IN TIMES SQUARE

45%

OF CONSUMERS ARE LIKELY TO SEARCH FOR DSC ONLINE

38%

OF CONSUMERS ARE LIKELY TO ORDER PRODUCTS

