

Master and Dynamic

Problem

How does a luxury headphone company break into the mainstream market?

Solution

By using an out of home (OOH) campaign to reach a new, wider audience.

Background

Master & Dynamic (M&D) is a New York-based audio company founded in 2013. M&D designs and manufactures headphones, earphones, and audio accessories. Since the company's inception it was geared towards the creative community and created buzz with music influencers, artists, and musicians. With the demand of high end headphones consuming the general market (Beats by Dre, Bose, etc.) M&D wanted to market themselves to the general electronics consumer as the new luxury headphone company in the market.

Objective

To bring overall awareness to the brand in New York City during the same time their pop-up shop was open in SoHo.

Strategy

To target hip and trendy neighborhoods in Manhattan and Brooklyn. The client was able to pick locations in their target neighborhoods: SoHo, Chelsea, Greenwich Village, Brooklyn Heights, Park Slope, and Carroll Gardens.

Plan Details

Market: New York, New York

Flight dates: 11/6 - 12/24; Formats: bus shelter and newsstands

Results

The marketing manager at Master & Dynamic said, "We definitely saw a correlation between in-store traffic within our pop-up shop and OOH advertising."

