

Jellysmack

Problem

In an ever convoluted and crowded space, how can we get the sparsely-known Jellysmack brand in front of the right audience of tastemakers and talent reps so they not only learn about the platform and its services, but also become partners who leverage it.

Solution

Leverage best-in-class large format placements, coinciding with street level units to stay top of mind, to surround tastemakers, influencers, agents and talent reps in emerging areas where they live, dine and go out.

Background

At the time of launch, Jellysmack was a sparsely known brand to anyone outside of the talent, media and influencer world, creating a great opportunity to really make a lasting first impression.

Objective

Roll out the first ever national campaign for Jellysmack to drive awareness and ultimately convert net users and agents to the platform.

Strategy

With our target audience here being tastemakers, influencers, agents and talent reps alike, we needed to ensure the campaign had serious wow factor and carried enough weight to reach this somewhat jaded audience. By leveraging best-in-class large format placements and top-of-mind street level units we were able to surround this demo in emerging areas where they live, dine and go out.



Plan Details

Markets: New York, San Francisco, Los Angeles

Flight Dates: 1/10/22- 2/28/22

OOH Formats Used: Wallscapes, Handpainted Wall Murals, Street Level Spectaculars and Barricades, Wildposting, Digital Urban Panels, Premiere Panels, Digital Newsstands & Transit Shelters and Vertical Kiosks

Budget: \$1.8M

Results

Based on a pre- and post-campaign awareness Kantar Study:

- Influencers Unaided Awareness: 7% to 30% (+23%)
- Influencers Aided Awareness: 40% to 57% (+17%):
- Agents Unaided Awareness: 0% to 42% (+42%)
- Agents Aided Awareness: 38% to 74% (+36%)

Social Media Engagement Impact:

- 32% social growth from campaign launch to end
- 75% increase in social engagement during campaign
- Reamplification by talent resulted in well over 250M+ additional social impressions

Shortly after the campaign ended, Jellysmack was named the Worlds Most Innovative Company for Video by Fast Company.



Additional Information

The campaign received PR pickup across many platforms including; AdWeek, Winmo, and Campaign Live.

Testimonials:

"NPRP was an invaluable creative and strategic partner in the rollout of Jellysmack's first brand campaign. The power of OOH was felt immediately and had all our phones ringing off the hook with sighting by customers, partners, and prospective clients. The medium brought our brand and creative to life in the most visually stunning way and the results speak for themselves. We can't wait to do it again!"

- Amber Tarshis / CMO Jellysmack

Audience Metrics

Target Audience: Millennial Influencers and Talent Agents

Additional Relevant Metrics: 203 Million (paid) impressions

