

Wingman

Background

Wingman is not a traditional dating app used by singles, rather it allows friends, family and coworkers to intervene to help the single find love. When we learned of the tragic circumstances of Molly and Beth, a mom with terminal cancer who wanted to find love for her daughter, we knew we had to act fast and get as many eyes as possible on the pair.

Objective

Build general awareness of the Wingman dating app (and find a match for Molly).



Strategy

We needed to act fast and get as much attention as possible for our single Molly, so a large billboard in the center of Times Square seemed the most effective way we could help grant the dying mother's last wish. It was more personal, as opposed to a strategic reason for putting up the billboard. We assumed at the very least that the mother/daughter duo would have some fun and create memories. Our brand Wingman is all about helping others so it fit with our ethos.

We couldn't have envisaged that we'd get 1,000+ press pieces from top tier media across the world and so much attention for them both. Thousands of people emailed in to help, support and suggest their son or brother as a potential match for Molly. Beth was absolutely thrilled and speechless at the outpouring of love that the nation felt for her.

Plan Details

Markets: New York

Flight Dates: 12/27/2022

OOH Formats Used: Times Square Billboard

Budget: \$20,000

Results

In response to our billboard (and surrounding press attention), Wingman received 250,000 page views and more than 3,500 emails from people interested in meeting Molly or setting her up with something they know.

Audience Metrics

Target Audience: Singles of all ages (and the people who love them)

Target Audience TRPs: 3.111

Target Audience Reach: 1.72

Target Audience Frequency: 1.8