

Cambridge Biomarketing

Problem

How does a bio-marketing company raise awareness about Rare Disease Day?

Solution

By using subway wraps and interior brand trains in Boston's healthcare hubs.

Background

Cambridge BioMarketing wanted to spread awareness in Boston about Rare Disease Day. Rare diseases are quite common yet not many people know this. They wanted significant reach and frequency. The budget they had allocated for this campaign was not substantial.

Objective

Cambridge BioMarketing wanted to raise awareness for rare disease research and for Rare Disease Day in a new and original way - targeting Boston & Cambridge.

Strategy

OOH was used for large scale branding in conjunction with a social media push. Wrapped red line subway cars are huge traveling bulletins that create a buzz as they travel through the healthcare hubs of Boston and Cambridge. Subway interior cards were also used as part of this campaign to increase the reach & frequency.

Plan Details

Market: Boston, Massachusetts

Start Date: February 6th, 2017 - 4-weeks long. Subway wrap on the red line & interior car cards on the subway.

4-week impression numbers: 8,703,380.

Results

"We reached the people in the Boston area which was our initial goal, but with the added social posts, the train ads went viral! Around 1,000 people contributed to the viral campaign via twitter. Facebook had 88,947 people who were talking about #supportthesearch posts. One article that interviewed our Chief Creative Officer about the train had over 8,000 shares alone. We have received new client inquiries because of this campaign" -Christina Vickers, Cambridge BioMarketing

