

Cyereason

Problem

How do you creatively recruit for a cyber security firm?

Solution

By using digital out of home (DOOH) with a clever code to attract applicants.

Background

Cybereason is a cyber security company specializing in endpoint detection and response software.

Objective

Cybereason wanted flexibility with their messaging so our new digital in-station screens were the perfect opportunity to provide impactful media but also allow for multiple and often creative changes throughout the campaign. Cybereason utilized this digital network to reach across major and secondary subway stations.

Strategy

This campaign ran for 4-weeks starting 11/27. Messages ran on 75 digital ON-Smart screens

Plan Details

The 'One City. One Team.' The campaign ran for a total of 4-weeks from July 24 - August 27. The campaign utilized two billboards (14' x 48') on the I-8 freeway, one of San Diego's busiest roads. With one billboard facing East in the East San Diego Area, and another facing West in the West San Diego Area, the billboards could reach both eastbound and westbound traffic on the I-8 Freeway.

Results

After 1-week of the campaign, the client saw seventy-eight percent more traffic to their website than the 2017 weekly average. They also utilized the creative capabilities of DOOH by changing creative and adding a prize option which produced great results.

- 1,014 Page Views (78% of traffic is on mobile or tablet. 22% visited from desktop)
- 737 Unique visitors
- Avg. time on page: 3:19

