



# OOH Case Study

## Gemini

### Problem

How can Gemini make its mark in the cryptocurrency industry by driving education and attracting new consumers?

### Solution

Through use of a strategically-targeted OOH campaign incorporating thought-provoking copy.



### Background

Cryptocurrency has gained increasing traction as an investment opportunity and is seen as a defining phenomenon of our generation. However, this decentralized money system has seen delayed adoption compared to traditional centralized currency and banking. A growing audience believes in the potential of cryptocurrency but craves safety similar to traditional financial markets. Gemini wanted to develop a marketing campaign that was categorically different - just like them. They launched the first-ever marketing initiative in cryptocurrency that not only showcased Gemini as a secure place to buy, sell and store cryptocurrency, but addressed consumer concerns head-on to move the category forward. Gemini, the cryptocurrency exchange founded by the Winklevoss twins in 2014, was built with the conviction that sensible rules and accountability are what will make cryptocurrency flourish. They believe that crypto investors deserve the same protections as investors in other asset classes, and have worked alongside regulators to build a rules-based marketplace. Through a focused out of home campaign reaching Wall Street and Silicon Alley, Gemini took a bold stand on the future of cryptocurrency, and the regulations they support to ensure the digital currency revolution is here to stay. They leveraged high impact units across New York that incited discussions among and beyond the financial community about the role of regulation in the cryptocurrency space, and ultimately opened doors for a whole new consumer to enter the category.

### Objective

The campaign was built to drive awareness and education among the financial industry, the crypto community, as well as individual investors to showcase the potential of cryptocurrency as a safe and secure financial market. It was aimed to establish the Gemini brand: to educate consumers about their platform for buying/selling cryptocurrency; to showcase their founding on the basis of regulation, transparency and stability first; and to expand the consumer set that is open to the future of money. As a digital company with a very specific audience, the brand boldly chose to use out of home as its core medium to make an impactful statement to the financial community, and the world at large, that Gemini is not only a leader in cryptocurrency but laying the foundation for the future of finance. The use of OOH advertising allowed Gemini to not only drive results for the brand, but offered an opportunity to incite a global conversation about the future of cryptocurrency with Gemini as its bold leader driving long-term success.

### Strategy

Gemini's out of home campaign included several strategic elements that worked to establish legitimacy for the brand and for the cryptocurrency industry. A prominent window display was commissioned directly across from the New York Stock Exchange challenging the traditional marketplace about the future of money. On-the-ground out of home ads were placed across Wall Street, Silicon Alley, and key midtown locations with targeted messages. Subway takeovers, strategic digital screens and taxi ads ensured strong visibility and impact for the



brand across NYC. A custom-commissioned bus - the “cryptobus” which was shared across social media - ran along key routes to showcase the campaign. The cryptobus was used to maximize visibility for the campaign and to drive meaningful brand experiences for consumers. Its route included a stop in New York’s Financial District, where the Winklevoss twins and other company leaders were available to talk with New Yorkers about cryptocurrency and their platform.

## Plan Details

Markets: New York City

Flight Dates: December 31, 2018 - February 15, 2019

OOH Formats Used: Train Takeovers, Retail Window Advertising, Bus Advertising, Taxi Tops, Phone Kiosks

Target Audience: Financial Industry, Crypto Community, & Personal Investors

Total Impressions: 170 million

## Results

The campaign generated immediate international attention about cryptocurrency the moment it hit New York City streets. While a message of security in a more traditional category would not seem so unusual, a campaign calling for rules in the crypto revolution was provocative in the digital world, where independence from government is a core principle. The crypto community took to Twitter and other social outlets to share their opinions about government regulation, and turned campaign assets into memes. The financial community took note of Gemini’s bold move to bridge the gap with an existing market, inciting conversations about how Gemini’s services are similar to the traditional marketplace. The campaign gained an additional \$610,000 in estimated value from PR and social buzz alone - with 84 unique articles picking up the story across both financial and broader press and social posts driving thousands of shares and an estimated 1.7MM additional earned impressions. The four week effort drove double-digit increases in brand awareness and consideration, among both new and existing category consumers. The brand also saw strong impact across the funnel, with significant increases in brand traffic, account opens, and activity on the platform both during the flight. Daily onboarded account volume more than doubled when the campaign was live and the OOH campaign helped establish 3x higher benchmarks for growth and conversion efficiency. The campaign proved the effectiveness for brand communication via out of home, leading to expanded efforts across additional markets later in the year. Press coverage about the campaign: WSJ: [Link 1](#); Marketwatch: [Link 2](#); Forbes: [Link 3](#); Coin Telegraph: [Link 4](#).

