

## NYC Department of Homeless Services

### Problem

How does NYC Homeless Services attract Peace officers?

### Solution

By using out of home (OOH) to specifically target a demographic heavy neighborhood.

### Background

The NYC Department of Homeless Services (DOH) was looking to run an OOH campaign across NYC. The client had already spent their OOH budget and could only expand their budget if they found an opportunity that was a good fit.

### Objective

The target demographic was African American, Hispanic, and Asian males. Social media included hashtags and a website for the audience to sign-up for the DOH exam.

### Strategy

The DOH used research to determine their target was based in Brooklyn and Lower East Side and selected the exact locations to place OOH based on impressions and the index of the target audience.

### Plan Details

Market: Manhattan and Brooklyn, New York  
Flight dates were 2/6/17 - 3/5/17. They used a combination of printed and digital bus shelters located in Manhattan and Brooklyn.

### Results

With the hashtag shown on the creative, NYC DOH were able to measure an increase in their Twitter activity. The client was also pleased with the increased activity that was occurring during the exam enrollment period because in previous years, they had seen a dip in enrollment.

