

## WeWork

### Problem

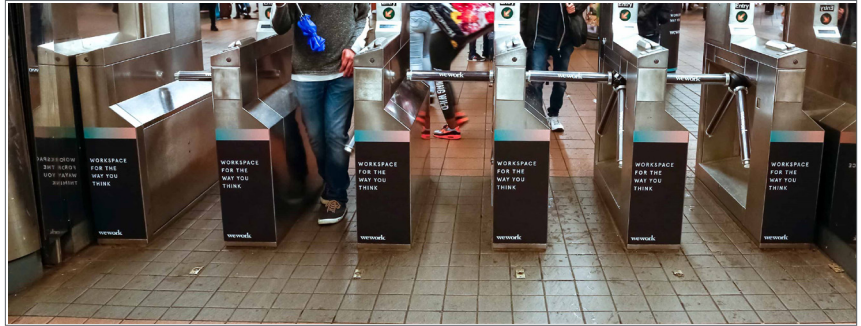
How does an office space start up amplify their brand?

### Solution

By using out of home (OOH) to drive traffic to their New York City spaces.

### Background

WeWork had been evaluating OOH for a year or so, yet had determined previously that their organic growth would suffice. As their brand continued to be recognized as one of the “unicorns” in the tech/startup sector, they believed OOH could amplify their brand, and also continue to drive occupancy across their New York City locations.



### Objective

Target small businesses, with OOH and mobile advertising, to drive incremental traffic into WeWork owned spaces through out New York City.

### Strategy

The plan use strategically placed billboards and subway panels within the service area, using Geopath ratings.

### Plan Details

Market: New York, New York

Flight Date: 8/7/17 - 9/17/17

Branding and promotions on targeted OOH media in three of NYC’s busiest subway stations: Herald Square, Times Square and Grand Central.

### Results

When Secondary Access Rate (SAR) was optimized, WeWork saw a eighty-five percent lift above the mobile alone benchmark. During the campaign, there were an estimated 32,652 tracked visits across the OOH locations.