

## Whitney Museum of American Art

### Background

Renowned as a trend-setter in the art world, the Whitney Museum of American Art knows the power that art holds in moving audiences. The museum wanted to draw more people into their doors to enjoy their biennial exhibition. The museum looked to use OOH to inspire passengers to explore the museum's wide range of twentieth-century and contemporary American art, especially the work of up-and-coming artists.

### Objective

#### Increase Website Visitation.

The Whitney Museum of American Art looked to make passengers aware that they were only a few stops away from the museum and inspire passengers to enjoy what the museum had to offer for its biennial exhibition.

### Strategy

To get in front of their target audience, the museum included their messaging on a hand-painted wall located close to the train line. Additionally, they used mobile geofencing as a digital touchpoint to secure impressions with a curated audience.

### Plan Details

Market: New York City, New York

Flight Dates: 05/09/22 - 6/05/22, extended to 07/03/22

OOH Formats: Hand-Painted Wall; Mobile Web Browser

Target Audience: Brooklyn residents aged 18+

Target Campaign Impressions: 343,839

Target Campaign Reach: 0.3

Target Campaign Frequency: 1.9

Budget: \$10,000 or larger



### Results

The Whitney Museum of American Art saw positive results from the campaign due to the wall's high foot traffic and strategic mobile geofencing efforts. Mobile geofencing impressions totaled 78,493 and saw 0.28% clicks, which is 250% higher than average relative performance.