

Keeps

Background

Founded by two longtime friends in 2018, Keeps helps men stay ahead of hair loss. Keeps aimed to stay ahead of the competition by building more brand awareness and elevating itself as a trusted partner in the hair loss industry in the NYC market.

Objective

Build General Awareness.

Keeps wanted to be top of mind for men seeking hair loss solutions and launched an OOH campaign to drive brand awareness in the New York City market.

Strategy

To build credibility among their target audience, Keeps launched a series of ads throughout New York City at the street level and subway. The company leveraged OOH ads on buses, headlights, interior subways, walls and more.

Plan Details

Market: New York City, New York

Target Audience: Men looking for hair loss treatment

Flight Dates: 04/14/2022 - 05/01/2022

OOH Formats: Bus King, Subway Car Cards, Interior Car Cards, Bus Headlights, and Billboards

Planned Campaign Impressions: 48,668,036 4-weeks & 31,285,870 4-weeks (Subways & Interior Car Cards)

Planned Reach: 36.86% 4-weeks

Planned Frequency: 6.5 4-weeks (King Size bus posters)

Budget: \$10,000 or larger

Results

Keeps saw a 20% increase in brand awareness from the campaign from 04/18/22 - 06/26/22.

