

## OceanX

### Background

OceanX, the National Geographic Society, and the Tiffany & Co. Foundation joined forces to launch an awareness-raising initiative on the value of oceans and to support exploration.

### Objective

#### Increase Social Media Engagement

The objective of the collaboration between OceanX, the National Geographic Society, and the Tiffany & Co. Foundation is to advance human knowledge, increase human stewardship and care for the marine environment, and inspire action to protect the ocean for future generations, with a specific emphasis on coral reefs.

### Strategy

The strategy included 1) building a powerful visual digital and physical activation to drive engagement, 2) Developing a go-to digital hub with educational materials on coral reefs and a call-to-action, and 3) providing additional traffic drivers, targeted at key audiences

### Plan Details

Market: New York, NY

Campaign Posting Dates: September 11 - September 30, 2023

OOH Formats Used: Digital OOH Media campaign across NYC Subways, Times Square, Transportation Hubs, and Grand Central Station

Target Demographic: NYC Commuters

Budget: Budget \$10,000 or larger

### Results

Across various social media platforms, including Facebook, Instagram, Twitter, TikTok, and LinkedIn, the campaign generated a total of 84,125,271 impressions. The campaign also drove high engagement across social media producing 1,246,972 link clicks that reached an audience of 25,030,535 individuals. The video content generated by the campaign produced a total of 11,205,407 video plays. These metrics collectively demonstrated the campaign's effectiveness in driving both visibility and engagement across multiple digital channels, showcasing its success in reaching and resonating with the target audience.

