



Out of Home Advertising Association of America

# OOH Case Study

## Cashback Courts 2025 by Chase Freedom Card

### Background

Chase hosted a major event at the City View Metreon in Downtown San Francisco during NBA All-Star Weekend. With a short flight window and limited OOH availability in core target areas, they needed a solution that could quickly scale visibility and support both their brand presence and their onsite event. Their goal was to embed the Chase Freedom Card into the NBA All-Star moment by integrating distinctive elements of San Francisco culture and reaching fans throughout the city.

### Objective

#### Build General Awareness

Increase awareness of the Chase Freedom Card, while simultaneously driving traffic to their event. Demographics included general NBA fans and attendees of the All Star Game.

### Strategy

Chase deployed a mix of traditional and experiential OOH positioned in high-traffic neighborhoods surrounding All-Star Weekend activity. The approach centered on making Chase feel woven into the fabric of San Francisco by pairing city-iconic formats—such as trolley wraps and pedicabs—with immersive mobile activations. PIVOT and PIVOT(x) executed custom interiors, wrapped food trucks, glass trucks, and coordinated brand ambassadors to support giveaways and fan engagement. The plan created an OOH footprint that extended beyond the Chase Center and connected directly with basketball fans moving through the city.

### Plan Details

Market: San Francisco, CA

Campaign Posting Dates: February 13–15

OOH Formats Used: Trolley Wraps + Custom Interior Buildouts, Pedicab Wraps, Food Trucks + Custom Interior Buildouts, Glass Truck + Custom Interior Buildout, Experiential media including brand ambassadors, branded collateral distribution, free transportation, and on-site elements (photo booth, flower wall)

Target Demographic: Local fans and NBA All-Star Game attendees

Budget: \$500,000+

Impressions: 1M+ in-market impressions (plus 3.5M+ earned social impressions)



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## Results

The campaign delivered strong brand visibility across San Francisco during NBA All-Star Weekend. Chase generated more than 1 million in-market impressions and over 3.5 million earned social impressions. Experiential activations successfully engaged fans, with more than 45,000 branded items distributed. Together, the integrated OOH and experiential strategy amplified Chase Freedom's presence, drove meaningful interaction among event attendees, and reinforced the brand's NBA partnership.

