

bella in 3D: From Times Square to kitchens everywhere

Background

In a crowded kitchen appliance category dominated by legacy brands, bella needed to elevate its profile and stand out with younger consumers. The brand had recently launched a new line of sleek, space-saving appliances designed for modern, small-space living, but awareness lagged behind competitors. With design-forward products that appeal to Gen Z and millennial lifestyles, the brand saw an opportunity to use bold storytelling and high-visibility media to establish bella as a stylish, functional choice for today's kitchens.

Objective

Build General Awareness

The campaign set out to drive measurable growth in brand awareness, consideration, and purchase intent among Gen Z and millennial consumers in major urban markets. bella needed to break through with a bold brand moment that conveyed its design-driven positioning while reaching consumers in the flow of daily life. Out-of-home was selected as the lead channel to deliver scale, cultural impact, and visibility near retail partners, ensuring that the brand gained attention from both shoppers and key decision-makers. The campaign also aimed to reinforce bella's "Fits Anywhere. Even There." message through contextually aligned placements and compelling creative.

Strategy

bella's strategy centered on demonstrating its core product promise — compact appliances that can fit anywhere — through high-impact OOH storytelling. A 3D anamorphic execution in Times Square served as the creative anchor, using the board's unique architecture to showcase appliances sliding and stacking into tight spaces. This moment was supported by a nationwide DOOH plan across eight major markets, placing messaging in transit hubs, gyms, campuses, shopping centers, and dense urban corridors to meet younger consumers where they naturally spend time. Proximity targeting near major retailer headquarters further connected the campaign to key buyers, while social amplification extended visibility beyond OOH.



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Plan Details

Market: New York, Los Angeles, Chicago, Atlanta, Dallas, Nashville, Miami, Houston

Campaign Posting Dates: 10/14/24 – 12/23/24

OOH Formats Used: DOOH, 3D-DOOH

Target Demographic: Gen Z and young millennials (18–24)

Budget: \$500,000

Impressions: N/A



Results

The campaign produced substantial gains across all measured brand metrics.

Overall awareness rose by 23%, consideration increased by 14%, and purchase intent grew by 17%, with subway placements driving outsized lifts across each metric.

Among 18–24-year-olds, the Times Square activation generated a 147% jump in purchase intent, and awareness among students and young professionals increased by 62%. Lower-income households also saw a 50% lift in awareness. Beyond brand metrics, bella saw a 61% increase in .com traffic during the campaign. The Times Square creative became a highly shared cultural moment, reinforcing bella's design-forward identity and driving measurable impact across audiences.

