

# OUTFRONT DELIVERED 163% ABOVE THE CTR BENCHMARK FOR 2K GAMES

2K develops and publishes interactive entertainment for PC, console, and mobile platforms. 2K partnered with OUTFRONT and ran a VIDEO mobile campaign to promote their Pro Wrestling trading card events. In conjunction, they ran OOH utilizing sequential billboards, posters, digitals, and a wallscape, delivering an overall branding and amplifying reach around the St. Louis downtown area.

## STRATEGY & TACTICS

- **Strategically Placed:** 2K utilized static and digital billboards along major interstates in the downtown St. Louis area to target specific venues that held wrestling events.
- **Proximity Targeting:** 2K used Proximity Targeting to reach audiences within a 15 mile radius surrounding the America's Center, where the WWE was holding a main event.
- **Creative Excellence:** 2K used different creatives, all visually consistent, and a 30 sec. VIDEO mobile campaign displaying new products and events they have to offer. QR codes were utilized and prominently placed in select areas.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS. INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK THROUGH OR SECONDARY ACTION RATES) OR REVENUE.



OUTFRONT

## RESULTS

436,344

MOBILE IMPRESSIONS

29%

VIDEO COMPLETION

.79%

CTR

