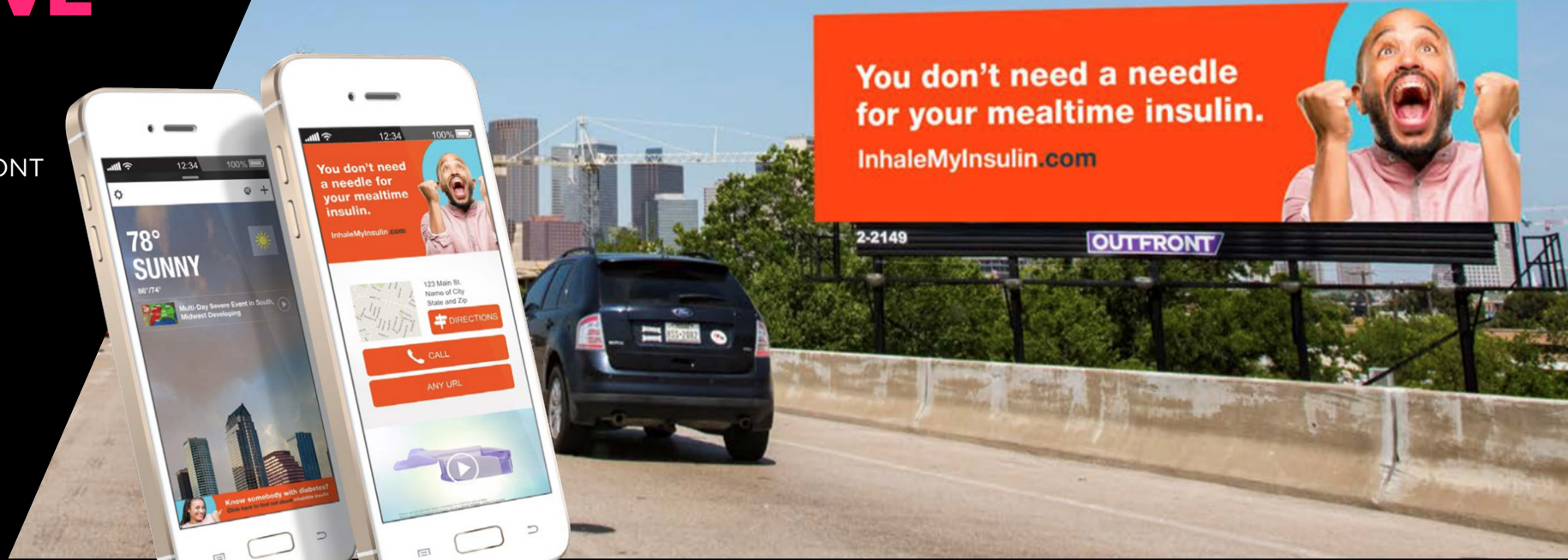


WE INCREASED SEARCH BY 300% FOR AN INNOVATIVE INSULIN COMPANY

Afrezza, an inhaled insulin for diabetes management, utilized OUTFRONT Studios and OUTFRONT's Mobile Network to drive awareness of their product.

STRATEGIES & TACTICS

- **Consultation:** Afrezza kicked off their exploration of OOH with a consultation with our sales and creative teams. Afrezza stressed that they received no ROI from their TV spots. This preliminary discussion informed their media selection and provided a deep understanding of how their existing creative would be formatted for OOH.
- **Creative Excellence:** During consultation, Afrezza informed OUTFRONT Studios they only wanted to spend \$150K. Upon deeper understanding of OOH and how well it pairs with mobile advertising, Afrezza upped their budget to \$300K with OUTFRONT Studios designing the entire campaign. The campaign featured a vanity URL to drive search of the brand.
- **Attribution:** The campaign posted in Houston and Dallas with an OUTFRONT Mobile banner and custom landing page overlay.



RESULTS

360°

CONSULTATIVE APPROACH

300%

LIFT IN SEARCH OF AFREZZA

1.95M

MOBILE IMPRESSIONS



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.