

# WE DROVE OVER 250K MOBILE IMPRESSIONS FOR BAER SWORDS

Baer Swords: School of Western Martial Arts is bringing back the exciting artform of sword fighting through classes for all ages. Baer Swords partnered with OUTFRONT using a combination of static OOH and Mobile to spread the word about their unique classes.

## STRATEGY & TACTICS

- **STRATEGICALLY PLACED:** Baer Swords: School of Western Martial Arts utilized one poster location, that delivered 554K impressions, in addition to their Mobile campaign that targeted audiences near the location.

- **Creative Excellence:** Baer Swords: School of Western Martial Arts took advantage of the creative excellence that is OUTFRONT STUDIOS to help bring their vision to life. This creative was fun, bold, and caught the attention of everyone!



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.



## RESULTS

**250,206**

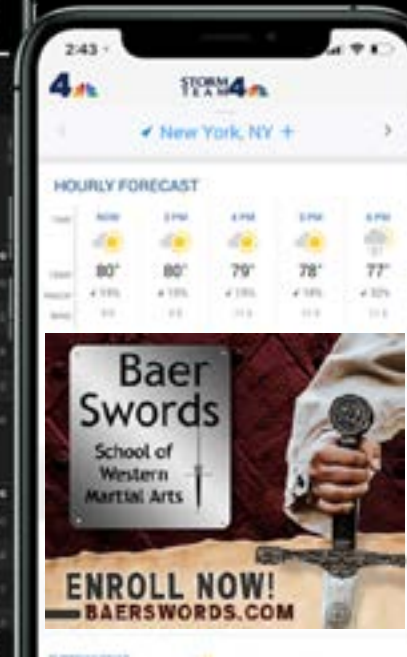
MOBILE IMPRESSIONS  
DELIVERED

**635**

CLICKS

**.25%**

CTR



**OUTFRONT**