

WE DROVE OVER 600,000 TOTAL IMPRESSIONS FOR CAYUGA CENTERS

Cayuga Centers is a nonprofit organization dedicated to helping children and families grow through quality counseling, out-of-home care, and support services. It's one of the largest providers of foster care for unaccompanied minors in federal government custody. OOH and mobile were added to their media mix to generate brand awareness and recruit potential employees.

STRATEGY & TACTICS

- **Strategically Placed:** Cayuga Centers reached New Yorkers with static and digital urban panels to catch their eyes as they walked to their next destination.
- **Creative Excellence:** The ads included bright orange creative and a call to action to “apply today,” as well as contact information.
- **Proximity Targeting:** OUTFRONT’s Mobile Network was layered in for engagement reaching a captive audience across NYC, who were primed by the OOH.



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

10%
LIFT IN CTR

1,989
CLICKS

600,000+
IMPRESSIONS

