

# WE INCREASED AWARENESS FOR DESTINATION DC

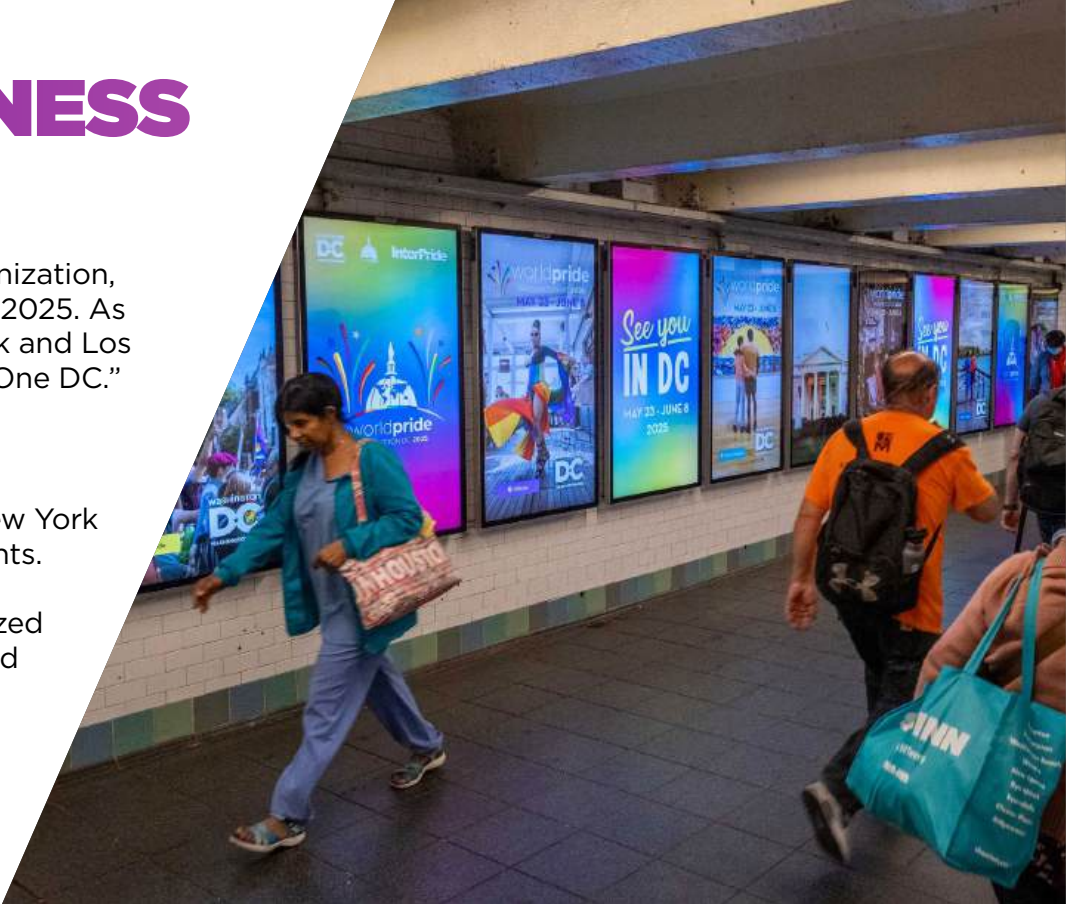
Destination DC, Washington, D.C.’s official destination marketing organization, partnered with the World Pride Organization to promote World Pride 2025. As part of their strategy, Destination DC launched activations in New York and Los Angeles and used out of home to spread the message, “There’s Only One DC.”

## STRATEGY & TACTICS

- **Strategically Placed:** Destination DC placed high-impact ads in New York and Los Angeles to capture attention in bustling urban environments. It was key to tap into New York’s vibrant transit system and iconic locales, especially along the NYC parade route. The campaign utilized Digital Urban Panels, Liveboards, Subway Livecards, Bus Media, and Times Square Bulletins. In LA, ads were integrated into the daily flow of the city, appearing on Digital Kiosks, Bus Shelters, and Bus Media, as well as Tall Walls and Digital Shelters.
- **Creative Excellence:** Destination DC’s World Pride 2025 campaign brought vibrant energy, with visuals highlighting the iconic rainbow colors and diverse scenes from Washington, D.C. Each ad prominently features the World Pride branding alongside D.C. landmarks.
- **Client Success:** The campaign generated 60 million impressions from during pride month, achieving strong engagement in New York with optimal frequency in Times Square. In Los Angeles, results confirmed its effectiveness in reaching and resonating with the target audience. Additionally, the campaign generated significant social media traction.



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

60M

IMPRESSIONS

55K+

ACCOUNTS REACHED ON  
INSTAGRAM

42K+

INSTAGRAM VIDEO VIEWS



CLICK TO VIEW  
INFLUENCER VIDEO  
OF NYC DUFFY DUO



OUTFRONT