

WE ELEVATED BRAND AWARENESS FOR EY

EY, one of the Big Four accounting firms, provides audit, consulting, tax, business risk, technology and security risk services, and human capital services worldwide. EY worked with OUTFRONT to help bring awareness to their tech-enabled solutions and position EY as a partner of choice to help government agencies with modernization initiatives.

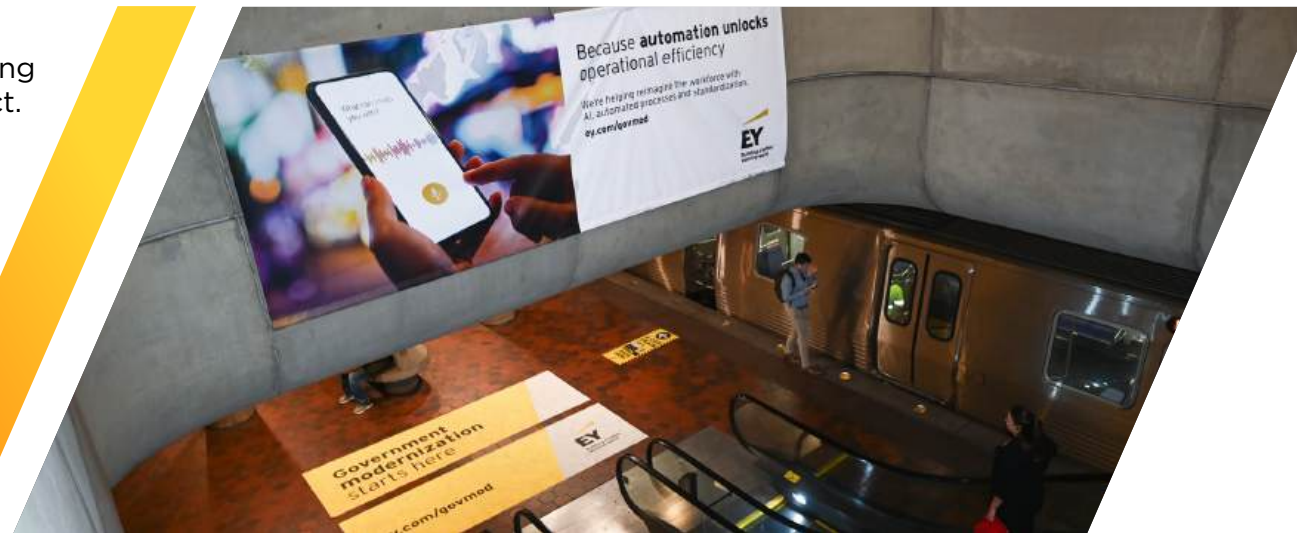
STRATEGY & TACTICS:

- **Strategically Placed:** Seeking to engage with federal government agencies, EY collaborated with OUTFRONT to gain valuable insights into the metrorail stations frequented by agency employees during their daily commutes. Among these stations, L'Enfant Plaza stands out as a vibrant transfer hub located in proximity to the majority of federal agency buildings, offering EY a commanding presence through a Station Domination media strategy.
- **Creative Excellence:** EY's out-of-home campaign embraced simplicity and clarity in its messaging, boldly showcasing their new government modernization center with vibrant colors. This bright and straightforward creative left a lasting impression on L'Enfant Plaza Station commuters.
- **Campaign Success:** During the campaign's run, EY's Station Domination garnered an impressive estimated 2,018,919 impressions, ultimately leading to their securing a substantial \$500,000 contract.



“WE RECEIVED A SOLE SOURCE CONTRACT AWARD FOR \$500K. OUR CLIENTS TOLD EY ACCOUNT LEADERS HOW GREAT THE ADS WERE - “DIDN'T KNOW EY DID THAT!”

— EY Marketing Leader



SOURCE:
DISCLAIMER: OF COURSE, THE RESULT 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.